SECTION I • NAB CONVENTION

BROADCASTING

Broadcast Advertising

Vol. 12 • No. 12

WASHINGTON, D. C.
JUNE 15, 1937

Section I

Foreign
$4.00 the Year

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Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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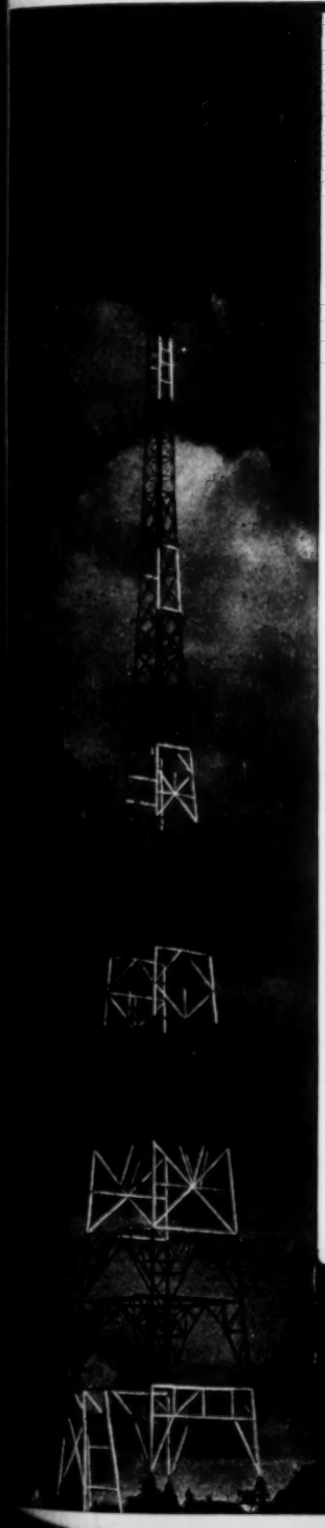


THE MODERN BEANSTALK

That Makes Jack in 1937

You all remember the story how Jack climbed up the beanstalk and got the hen that laid the golden egg.

We have a 1937 version of this—send your sales message up the two new tall antennae of KYA and KEHE and let them bring back the hen, only this time in the form of Sales—SALES—SALES.

KEHE with its new 5 kilowatt RCA high fidelity transmitter and antenna system delivers a clear, strong signal from San Diego to Santa Barbara.

KYA with the same modern equipment and new transmitter site completely blankets the San Francisco-Oakland area and the surrounding nine Bay counties.

Here is the hen that is just waiting to lay golden eggs for you.

KYA
San Francisco

"Serving the Public Interest"

KEHE
Los Angeles

Members of the California Radio System

NATIONAL REPRESENTATIVE

HEARST RADIO

New York · Chicago · San Francisco · Los Angeles · Dallas

Attraction Extra-ordinary

WMC's RADIO REVUE

THE BIGGEST SHOW ON EARTH

NBC Red UNIT

Starring JACK BENNY, FRED ALLEN, BING CROSBY, RUDY VALLEE -and a supporting cast of feature acts

NBC Blue UNIT

Starring WALTER WINCHELL, BEN BERNIE, ROBERT RIPLEY, LUM AND ABNER -and a supporting cast of feature acts

And BIG TIME LOCAL SHOWS

CONTINUOUS PERFORMANCE 17 HOURS A DAY

WMC

Memphis, Tennessee

Shows And Showmanship That Sell! . . . . . More than 279,850 radio homes with spendable income of $693,524,000 are constantly coming into the "big-tent" of this star-studded show-house . . . . presenting the most "colossal and stupendous" array of talent in the world.

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

5000 WATTS DAY • 1000 WATTS NIGHT

Advertisers Seeking Admission To This Audience Consult- E. KATZ SPECIAL ADVERTISING AGENCY, NATIONAL REPRESENTATIVE

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 12 WASHINGTON, D. C., JUNE 15, 1937 $3.00 A YEAR — SECTION I

Roosevelt Sounds NAB Convention Keynote

By SOL TAISHOFF

Industry Can Solve Own Problems, Says the President; Group Membership and Increased Dues Are Issues

ENCOURAGED by a renewed expression of confidence from President Roosevelt in their industry and in their ability to cope with problems confronting it, an unprecedented attendance of broadcasters is expected at the 15th annual convention of the NAB in the Hotel Sherman, Chicago, June 21-23.

Advance reservations at the Sherman Hotel totaled 800, as against a gross registration of 816 in Chicago last year with a delegate enrollment of 250.

In a letter communicated to the industry through BROADCASTING, the president paid high tribute to the nation's broadcasters and praised the manner in which radio threw open its facilities for relief work during the Ohio and Mississippi floods of 1937. Even more significant, however, was the Chief Executive's observation that there are no problems in radio that cannot be solved "by intelligent management, good programming and an awareness of public responsibility."

In those words the President appeared to spike constantly recurring reports that the Administration might lay a firmer hand upon private operations. While the thought of government ownership, which has arisen perennially to haunt broadcasters, largely has been dissipated, there nevertheless have been disquieting indications both from within and outside the government for public stations. The Presidential communications was viewed as refutation of any administration support of such projects.

At no other time since national conventions of broadcasters have been held has the atmosphere been so free of controversial issues — on the surface, at least.

Unlike the situation a year ago when the industry appeared to be split on basic issues, including copyright, the convention agenda this year does not augur any serious conflicts, although a number of minor issues are due for airing. There likely will be sharp debate and even sharper voting on two proposals to amend the by-laws—one to increase the dues by 50%, or from some $90,000 a year to an expected yield of about $135,000, and the other to force all group-owned stations to enroll as members if any one of the group has a membership.

While dissatisfaction has been expressed in some quarters over the NAB administration during the last year, no fight of any real proportions is anticipated. Last year the most dramatic situation was the one-man revolt of Isaac D. Levy, co-owner of WCAU, Philadelphia, and an important CBS stockholder, who attacked James W. Baldwin's tenure as managing director on the copyright issue, and who afterward withdrew his station from membership. He promised to form a competitive association, which has not developed.

Since the last convention, more than a dozen stations have resigned. The membership total however, still hovers around the 400 mark — just where it was a year ago. Since the last convention, about 50 new stations have taken the air under FCC authority.

Pre-convention political campaigning has been at a minimum. All four officers will be elected, and six vacancies on the board of directors will be filled —a bare majority of the board of 19 members. Unlike previous conventions, the elections will take place on the second day—Tuesday, June 22—instead of the last day.

In the forefront among presidential possibilities at this writing is John Elmer, president of WCBM, Baltimore, and the incumbent first vice-president. The head of a local station, Mr. Elmer's name has been advanced by a formidable group of broadcasters, and will be presented to the nominating committee, already named by President C. W. Myers (KOIN-KALE, Portland, Ore.) to enable it to consider a slate well in advance of the convention.

Elevation of Mr. Elmer to the presidency was considered more than a possibility. The precedent was established last year when Mr. Myers, as first vice-president, was similarly advanced; although there was a nomination from the floor of Edwin Craig, of WSM, Nashville, who, however, was absent from the convention.

(*Turn to next page*)

THE WHITE HOUSE
WASHINGTON

June 11, 1937

My dear Mr. Taishoff:

I have learned that the broadcasters again are preparing for their convention and business meetings. It is a pleasure, therefore, to extend greetings and good wishes to the industry on the occasion of the Fifteenth Annual Convention of the National Association of Broadcasters.

Much has transpired in both government and industry in the year that has elapsed since your last convention. Radio has shown remarkable development. The manner in which radio threw open its facilities for relief work during the devastating floods of the Ohio and the Mississippi early this year was a revelation of its tremendous public service value in time of emergency, and a credit to the spirit of helpfulness on the part of the broadcasters of the nation.

The problems that present themselves to you broadcasters are not insoluble. In your industry there are no problems that cannot be solved by intelligent management, good programming and an awareness of public responsibility.

Very sincerely yours,

Franklin D. Roosevelt

Mr. Sol Taishoff,
Editor, Broadcasting Magazine,
Washington, D. C.

Should Mr. Elmer's nomination be submitted by the nominating committee, it was expected that Gardner Cowles Jr., prominent Iowa publisher-broadcaster, identified with KSO, and KRNT, Des Moines, and WMT, Cedar Rapids, would be elevated to the first vice-presidency from his present post as second vice-president. Thus, by the same procedure, he would be in line for the presidency next year. Harold Hough, manager of WBAP, Fort Worth, now the association's treasurer, might be moved up a notch as president-apparent in 1939, with a new treasurer elected.

While this trend of thought is current, there nevertheless are other persons prominent in NAB activity talked about for the presidency. Both Mr. Myers and Mr. Cowles have informed BROADCASTING that they are not candidates for the presidency. Mr. Myers wrote June 7 that he wished to correct an erroneous impression, stating "I will not be a candidate for re-election." His election to a three-year term on the board of directors, under a proposed change in the by-laws which would automatically make the retiring chief executive a board member, is anticipated, however.

Mr. Cowles indicated his desire to eliminate himself from consideration either for the presidency or for an office. Asserting he was devoting much of his time to activities other than radio, the young publisher-broadcaster declared he felt he was not qualified to be an officer or director of the trade association for that reason. "I feel the NAB should be headed by men who are devoting their entire time to the problems of broadcasting."

Among others mentioned prominently are such men as Ed Craney, manager of KGIR, Butte, whose fighting tactics in getting through the first of the state copyright laws opposed by ASCAP won industry acclaim; Arthur B. Church, president of KMBC, Kansas City, one of the NAB's most active workers, Joseph O. Maland, vice-president of WHO, Des Moines, and John J. Gillin Jr., manager of WOW, Omaha.

Any boom for Ed. Craig for the presidency this year has been nipped by Mr. Craig himself. He informed BROADCASTING June 6 that he was not a candidate and even if elected would not be in a position to accept.

Personnel of the nominating committee was not available as BROADCASTING went to press since acceptances had not yet been received from all appointees. The committee will have five members.

While the convention agenda differs radically from the procedure in force during former years, the first day's activities will be much the same. The principal guest speaker is Judge E. O. Sykes, chairman of the FCC Broadcast Division. He has selected as his subject *The Duty and Responsibility of the Broadcaster*. The only commissioner who has seen ten years of continuous service, Judge Sykes was the guest speaker last year, at which time he unfolded the plans for the allocations hearings held last October, and the engineering report on which still awaits Broadcast Division action.

The keynote of the convention will be sounded by President Myers. In his address he is expected to touch upon developments in the legislative field in connection with copyright, progress in the cooperative endeavor dealing with educational broadcasting and other policy matters. Treasurer Hough also will deliver his report on the opening day, and he will be followed by Managing Director Baldwin. If there are any fireworks on industry issues they are expected to break in Mr. Baldwin's accounting of his stewardship, and mainly on the issue of copyright and his transcription library service [See story on page 6].

Copyright Again

Despite the absence from the agenda of such matters as the current legislative situation in Washington and copyright, these subjects are expected to invite floor discussion. Enactment in a half-dozen states of copyright measures which in effect outlaw ASCAP, unless it does business on a more equitable basis, is certain to provoke discussion. The fact that current contracts with ASCAP expire at the end of 1939 also will be discussed in connection with current activity to devise methods of negotiation. Possibility of the chains clearing music at the source [BROADCASTING, May 15] is another phase of copyright which may get floor attention.

NAB financing of state copyright legislation along the lines of Montana, Washington and other state bills already enacted may be discussed. A viewpoint has developed that these state legislative efforts actually constitute a national job for the broadcasting industry and that the trade association should aid financially.

What, if anything, the NAB can do about the current agitation against so-called radio monopoly and against the FCC in official Washington is problematical. While the industry has had a weather-eye on these developments, many broadcasters feel the NAB is in no position to do anything other than review the situation. It evidently can take no action. Presumably the same feeling exists with respect to the unionizing activities of such organizations as the American Radio Tel graphists Association, CIO affiliate and other guild activities affecting announcers and production men.

Following the reports of the officers, the nominating committee will bring in its slate. Business then will quit for the day. The afternoon and evening is left open for "politicking".

At the crack of the gavel Tuesday morning, the election is due to take place. First, however, it is expected that a vote will be called on the proposal, made by Mr. Church, that the outgoing president automatically becomes a director for a term of three years. Adoption of that amendment would mean that only five rather than six new directors, in addition to the four officers, would have to stand for reelection. There is no known opposition to it.

In addition to the four officers, those directors whose terms expire and whose posts will be filled for three-year tenures, are Alfred J. McCosker, WOR-Mutual; Harry C. Butcher, CBS; F. M. Russell, NBC; John J. Gillin Jr., WOW; S. Gordon Persons, WSFA, and the post left vacant by the recent death of W. Wright Gedge, president of WMBC, Detroit. Mr. Russell last year was elected for a two-year term, but Mr. Baldwin, in checking the election records, concluded that he must stand for reelection because of an error in balloting.

Dues and Memberships

Immediately following the elections the convention will consider resolutions on general and policy matters, except for those dealing with commercial and business aspects. The latter will be considered after the commercial section session on the concluding day.

Along with the consideration of resolutions, the membership also will be called upon to vote on the two remaining proposed amendments to the constitution and by-laws—increased dues and mandatory group-station memberships. Both subjects are expected to provoke considerable debate, with the pre-convention sentiment strongly against the increased dues. The group-membership sentiment appears to be a toss-up.

The proposal to boost dues 50% was defeated last year at the convention when it failed to get the requisite two-thirds vote of delegates present. A total of 54 voted to increase while 46 voted against.

The vote last year, however, came on the last day of the convention, after many delegates had left. With the voting occurring on the second day at this convention, proponents of the plan figure there is a better chance for victory.

The campaign to outlaw single-station membership in group organizations also was launched by Mr. Church, and has the wholehearted approval of Managing Director Baldwin. Mr. Church proposed it in a letter to the managing director in which he stated it had come to his attention that "certain owners of more than one broadcasting station have attempted to ride along in the NAB carrying a membership in only one station." Asserting he felt this might become a constantly increasing evil practice which members owning only one station would not tolerate, he advocated the change in the by-laws providing that no organization having ownership or control of more than one station otherwise qualified for membership shall

BROADCASTING Convention Daily

DURING the three days of the NAB Convention—June 21, 22 and 23—BROADCASTING Magazine will again publish a daily edition covering the current news developments of the convention and of radio generally. Our daily publication will be distributed on a complimentary basis to those attending and will also be sent to practically the entire mailing list of BROADCASTING so that radio advertisers, agency men and others interested in the developments may keep abreast of them. Once again BROADCASTING must reject, with regrets, the numerous offers of advertising being received for its daily editions because it does not regard this service medium as a good advertising buy. Our July 1 edition, of course, will carry the usual run of advertising with complete accounts and a pictorial review of the convention.

Advance Reservations at Hotel Sherman
for
Exhibitors and Special Representatives
NAB Convention, June 20-23
(Room Reservations Subject to Change)

Amperex Electronic Products	1042-3	J. H. McGillvra	1233-4
Associated Music Publishers	541-5	Mutual Broadcasting System	1129, 1036-7
James W. Baldwin, NAB	1788-9	Charles W. Myers, NAB	1784-6
Walter Biddick Co.	623-5	National Broadcasting Co.	1685-91
The Biow Co.	907-8	NBC Transcription Division	101-4
John Blair & Co.	719-720	National Research Bureau	461
BROADCASTING	718, 749-54	Edward Petry & Co.	Penthouse
E. V. Brinckerhoff	212-5	Presto Recording Corp.	639-40
College Inn Food Products Co.	510	Radio Producers of Hollywood	119
Collins Radio Co.	1209-14	Radio Transcription Co. of America	119
Columbia Broadcasting System (Also Congress Hotel)	188-9	William Rambeau	600-1
Conquest Alliance Co.	409-10	Paul Raymer Co.	1007-14
Cramer-Krasselt Adv. Agency	219-24	RCA Mfg. Co.	1414-6
D'Arcy Laboratories	248-9	Sears & Ayer Co.	1884-6
Gates Radio & Supply Co.	209-11	Society of European Stage Authors & Composers	523-5
Golden Gate Int'l Exposition	1044-5	Standard Radio Inc.	108-10
Harry S. Goodman	1006	Sterling Casualty Insurance Co.	2184-86
Graybar Electric Co.	802-892	Transamerican Broadcasting & Television Corp.	303-7
George Hollingberry	504-5	Transradio Press Service	105-6
International News Service	439	Trascon Steel Co.	807-8
C. M. Jansky Jr.	816-8	United Press	512-5
Johns-Manville Sales Corp.	1408	Westinghouse Radio Stations Inc.	1612-6
E. Katz Special Adv. Agency	1200A	Wilson-Robertson Inc.	412-5
Lang-Worth Feature Productions	Rose Room	World Broadcasting System	909-19

be eligible for membership unless memberships shall be held for each station of the member.

There have been intimations that if either or both of these amendments were adopted, a number of stations would quit the trade association. Such groups as Yankee Network and Don Lee have withdrawn all except one of their owned stations from NAB membership. John Shepard 3d, president of the Yankee Network, who has withdrawn three of his four stations from NAB membership, has asserted he will withdraw his fourth station—WAAB, Boston—if the Association is to be conducted as it has in the past year.

Criticizing the proposed amendment, Mr. Shepard asserted he knew of no similar organization in the country that requires a member owning more than one business unit to enroll all of his units.

"I am one of those who originally felt that, as a help to the Association, everyone should join for all his stations. I don't feel that it should be compulsory in the by-laws, however, and certainly if you don't believe in what the Association is doing you're not going to be big-sticked into doing anything of this kind."

Mr. Weiss Objects

A similar viewpoint was expressed by Lewis Allen Weiss, general manager of Don Lee Broadcasting System, which also has withdrawn three of its four stations from NAB membership.

"In my judgment," he said, "a measure of this character is neither constructive nor wholesome and is more in keeping with the attitude of a labor union than that of a business association. Since Arthur Church owns only one station, the desire to assess the other fellow on a basis that would not affect his own interests is far from praiseworthy. It has always been our desire to support every movement that contributed to the welfare of our industry, but we neither like nor are we likely to submit to so arbitrary a demand as the one expressed in Arthur Church's amendment.

"Having been a member of the NAB for a great many years, my own reaction is that the sum total of benefits to the industry achieved by the NAB in proportion to its cost has been relatively small. The best way for any organization, like any business, to grow and prosper is to improve its service to those whom it would serve. My recommendation for the development and growth of the NAB would be along those lines rather than in terms of greater demands that are disproportionate to the service rendered to its members."

The attitude of the major networks has not yet been expressed officially on these two proposals. Out of sympathy last year with the procedure in connection with copyright, they have played little part in the Association's functions during the last year. A 50% increase in dues, it is learned, probably would make them think hard. For 12 stations on its owned or operated list, NBC pays into the trade association approximately $9,000 a year under the existing dues arrangement, while CBS pays in some $7,500 for the eight stations it owns and the one it leases.

Under the existing scale of dues, full-time stations now pay their highest quarter-hour rate quarterly. Under the proposed amendment, they would pay the equivalent of their highest quarter-hour rate six times a year instead of four. The rate for part-time stations is in ratio to the number of hours they operate weekly, based on their highest quarter-hour rate.

The afternoon session of the second day will be devoted to report of the engineering committee to be followed by the results of the election.

The engineering report will be delivered by J. H. DeWitt Jr., chief engineer of WSM, Nashville. To deal largely with the allocation hearings of last year and prospects for a reallocation, considerable significance is expected to attach to it, and to the debate to ensue. The superpower issue, prospects of television and related matters will be embraced in this discussion.

The final day will be given over entirely to commercial aspects of the industry. Principal speakers will be Arthur Pryor Jr., radio director of Batton, Barton, Durstine & Osborn, Inc., whose subject is *An Agency Man Looks at Broadcasting;* and Marvin Oreck, president of Oreck's Inc., Duluth department store, who will address the convention on *A Retailer Makes an Appraisal of Radio.*

Presiding over the last day's sessions will be H. K. Carpenter, vice-president of WHK, Cleveland, and chairman of the Commercial Section. Reports to be delivered include one on the Sales Managers Division by Acting Chairman Lewis H. Avery, WGR, Buffalo; National Sales Methods and Costs, by Carl Everson, WHKC, Columbus, its head; Standardization of Sales Forms, by Martin Campbell, WFAA, Dallas, chairman of the committee, and Radio Promotion, by Mr. Gillin.

The Committee on Radio Research, which has been collaborating with the Joint Committee representing the NAB, Association of National Advertisers and American Associaion of Advertising Agencies, will present its report through Chairman Arthur B. Church, KMBC, Kansas City. Having encountered difficulties during the last year in the tri-industry project to set up a radio audit bureau, discussion surrounding this committee report is expected to provoke interest. A recommendation that the NAB participate financially in the Joint Committee's work has been made to the NAB board and comes up for action during the convention. The Joint Committee up to this time has functioned with a fund of $30,000—two-thirds of which was advanced two years ago by NBC, and $10,000 by CBS.

Following the reports and speeches of the morning session, the convention will debate and vote on resolutions relating to the discussions.

At the afternon session, a panel discussion on sales and merchandising practices has been arranged, with Mr. Carpenter as the chairman. In addition to NAB members, Messrs. Pryor and Oreck are scheduled to participate in the panel. Among the subjects are servicing local accounts, simplifying rate cards, improving spot business, creative selling, covering data and merchandising.

The convention will formally close with the installation of officers. The annual NAB banquet will be held Wednesday night, and be featured by the presentation of the BROADCASTING Magazine Trophy to the winner of the June 20 NAB Golf Tournament to be played Sunday Morning.

Program, NAB Convention

Sherman Hotel, Chicago — June 21-23

MONDAY, JUNE 21

9:30 A. M.

Call to Order.
Address of Welcome: Edward J. Kelly, Mayor, City of Chicago.
Address of the President: C. W. Myers, KOIN, Portland, Ore.
Address of Chairman, FCC Broadcast Division: Judge Eugene Octave Sykes, "The Duty and Responsibility of the Broadcaster."
Address of Treasurer: Harold Hough, WBAP, Fort Worth, Tex.
Report of the Managing Director: James W. Baldwin.
Report of the Nominating Committee: Appointment of Committees; Announcements; Adjournment.
No Afternoon Session Scheduled.
Committee Meetings (at call of chairman):
Commercial Committee, Parlor M.
Resolutions Committee, Room 118.
Engineering Committee, Parlor L.

TUESDAY, JUNE 22

9:30 A. M.

Call to Order: election of Officers; Report of the Resolutions Committee; Report of the Elections Committee.

2:00 P. M.

Call to Order.
Report of the Engineering Committee: J. H. DeWitt, WSM, Nashville.

WEDNESDAY, JUNE 23

9:30 A. M.

Call to Order.
Introductory Remarks and Explanation of the Commercial Section Organization: H. K. Carpenter, WHK, Cleveland.
Report of the Sales Managers' Division: Lewis H. Avery, WGR, Buffalo.
Report of the Committee on National Sales Methods and Costs: Carl Everson, WHKC, Columbus.
An Agency Man Looks At Broadcasting: Arthur Pryor, Jr., Batton, Barton, Durstine & Osborn Inc., New York.
Report of the Committee on Radio Research: Aruthur B. Church; KMBC, Kansas City.
Report of the Committee on Radio Promotion: John J. Gillin Jr., WOW, Omaha.
A Retailer Makes An Appraisal of Radio: Marvin Oreck, Oreck's Inc., Duluth, Minn.
Report of the Committee On Standardization of Sales Forms: Martin Campbell, WFAA, Dallas.
Presentation, discussion and vote on Resolutions pertaining to the Commercial Section.

2:00 P. M.

Call to Order.
Panel Discussion—H. K. Carpenter, WHK, Chairman.
How Should a Station Service Its Local Accounts?: Marvin Oreck, Lewis H. Avery.
How Can We Simplify Our Rate Cards?: John J. Gillin Jr., Martin Campbell.
How Can Our Present Methods of Securing National Spot Business Be Improved? John J. Gillin Jr., Arthur B. Church.
How Can Creative Selling Be Encouraged?: Arthur Pryor Jr., Arthur B. Church.
What Information Should Stations Release with Respect to their Circulation?: H. K. Carpenter, Martin Campbell.
What Is Your Definition of the Term "Merchandising"?
Installation of Officers.

7:00 P. M.

Annual NAB Banquet: Presentation of BROADCASTING Trophy to winner of Golf Tournament.
Entertainment.

GENERAL INFORMATION

Registration Desk will be open from 10 a.m. until 1 p.m. Sunday, and from 8:30 a.m. until 5 p.m. on Monday, Tuesday and Wednesday.
Registration fee $10 per person including banquet ticket. Additional banquet tickets may be purchased at Registration Desk at $3.50 each.
Seventh Annual NAB Championship Golf Tournament will be held Sunday for BROADCASTING Magazine Trophy. First foursome will tee off at 10:30 a.m.
All general sessions start promptly at 9:30 a.m.
Wear your badge at all times. It is your ticket to all meetings. Without it you will be denied admittance.
All motions and resolutions offered by delegates must be in writing and handed to the Presiding Officer after presentation.

GOLF TOURNAMENT

NAB Conventioneers To Vie For Silver Cup

GOLF TROPHY — This beautiful silver loving cup, the sixth to be awarded by BROADCASTING Magazine, will go to the winner of the NAB Golf Tournament just preceding the convention. Previous winners were Dr. Leon Levy, WCAU; Lewis Allen Weiss, Don Lee; Art Kemp, CBS; Carl Haymond, KMO; Ross Wallace, WHO.

Promotion Exhibit

A DISPLAY of outstanding printed promotional material used by agencies, advertisers or stations, is planned at the NAB Convention under the auspices of the Committee on Radio Promotion. Managing director James W. Baldwin has written all members asking them to submit material for the display to John J. Gillin Jr., chairman of the radio promotion committee at the Hotel Sherman.

Kandid Kamera Fiends Invited To Enter Convention Contest

BROADCASTING Offers Prizes for Unposed Photos Snapped During NAB Convention in Chicago

CANDID camera operators at the NAB Convention in Chicago June 20-23 will compete for a group of prizes to be offered by BROADCASTING in the first annual NAB Kandid Kamera Kontest. The competition will be open to lens wielders who are connected with a station, network, equipment firm, agency, sponsor or other business related directly to the broadcasting industry.

Staging of the Kandid Kamera Kontest was arranged after the idea had been suggested to BROADCASTING by Craig Lawrence, of Iowa Broadcasting System.

Mr. Lawrence got his inspiration after observing the large number of camera fiends who invaded the privacy of delegates at the NAB sales session held last February in Chicago.

To guarantee contestants a square deal, BROADCASTING has obtained the services of three outstanding figures in the photographic world to serve as judges. They are:

Arthur A. DeTitta, Washington manager, Movietone News Inc., who stages all the special movies for the White House Correspondents Association dinners.

Harry M. Van Tine, manager, International News Photos, Washington, recognized as the dean of Washington news photographers.

Andrew J. (Buck) May, manager, news photo department, Harris & Ewing Inc.

Prizes will consist of:

First—Weston Photometer.

Second—Flashlight synchronizer (to fit winner's camera).

Third—Tripod and revolving top.

Special prize for novel photograph—Kodaflector.

Winners will be given the opportunity to select alternate accessories of approximately the same value if these prizes do not fit their outfits.

Judges will make awards on the basis of subject matter and technical excellence of pictures. Only strictly candid shots may be submitted. Awards will be announced in the July 15th issue of BROADCASTING.

The sky's the limit, the only requirement being that pictures must bear a direct relation to the NAB convention.

There aren't any rules for the novelty prize. The nuttier the picture, the more chance it has of winning.

PICKERS OF THE PIX

MR. MAY MR. DETITTA MR. VAN TINE

Rules of Kandid Kamera Kontest

All pictures must be taken between June 20-23 inclusive.

No posed shots.

Prints must be approximately 4x5 inches or larger.

Decision of judges must be accepted as final.

Winners may exchange prizes for photographic accessories of equivalent value.

In case of ties duplicate prizes will be awarded.

All prints become the property of BROADCASTING, which reserves right of reproduction.

Prizes will be awarded on the basis of subject matter and technical excellence.

All photographs must have some relation to the NAB convention.

Contestants must be connected with a station, network, equipment firm, agency, sponsor or other business closely related to the broadcast industry.

Members of the staff of BROADCASTING are not eligible to compete.

Not more than 12 prints may be entered by any one contestant.

No professionals.

All entries must be received before July 1.

Awards will be announced in the July 15 issue of BROADCASTING.

Our Headquarters

SUITE 718 in the Sherman Hotel will be the headquarters of BROADCASTING Magazine during the NAB convention. Visitors are cordially invited.

NAB to Audition Sample Programs Of Disc Library

NAB Public Domain Agency Will Be Incorporated

NAB members will get their first opportunity to listen to samples of the projected public domain library being evolved by the trade association's bureau of copyrights during the Chicago convention June 20-23. A cross-section of the first ten-hours of the transcribed works will be auditioned under the direction of Managing Director James W. Baldwin in the Sherman Hotel.

Last April, the NAB board of directors heard typical sample discs, and, according to Managing Director Baldwin, showed enthusiasm. The plan is to build a library of a minimum of 100 hours, encompassing some 1,700 separate public domain compositions. NAB member stations under a tentative plan, would subscribe to this library through a pro-rating of the cost. As a condition precedent to the sale of the library service, however, the NAB Bureau of Copyrights must be incorporated as a commercial business concern, and final steps were taken on this phase just prior to the opening of the convention.

All details in connection with the incorporation of the Bureau of Copyrights have been worked out, and approval of the structure is planned at a meeting of the NAB Board of Directors to be held June 20 in Chicago. The formal name of the corporation will be "NAB Bureau of Copyrights Inc." Its officers and stockholders will be the members of the NAB executive committee, comprising the president, treasurer and managing director.

Finance Method

The corporation officers, in the final analysis, are to decide how the service will be offered stations, but there is the possibility this will be put to a membership vote at the convention.

Thought has been given by the board to a flat rate payment proposition, per hour of recording, to member stations, irrespective of size or earning capacity. A round figure discussed at the April board meeting was that of $10 per hour per station. Using this as a base, if 400 stations subscribed for the entire projected library of 100 hours, the aggregate income would be $400,000.

Sentiment of some of the larger stations has been against such a method of payment, largely on the ground that they would simply pay the way for competitors when they probably would not use the library very extensively themselves. This viewpoint probably will be reflected in floor discussion.

The idea behind the public domain transcription library is to establish a reservoir of industry-owned music which can be used to tide stations over in the event of any crisis such as that which developed two years ago when Warner Bros. publishing houses withdrew from ASCAP. Moreover, it is anticipated that it will give the industry a better basis upon which to bargain with copyright groups on payment for music on a "measured service" rather than an arbitrary percentage basis.

Denoting the growth of NAB activity in its public domain music copyright work is the latest personnel list of the Bureau of Copyrights, established under authority given at the last NAB convention, which shows eight people now working under Edward J. Fitzgerald, director.

Others on the staff are Martin D. Wickett, arranger and composer; William L. Fontaine, arranger; Hervey F. Armington, music copyist; Donald E. Wallmark, copyist; William E. Abernethy, copyist; Norma A. Pugliese and Elizabeth R. Leighton, stenographers. In addition, Leonard D. Callahan, assistant to Managing Director James W. Baldwin, also has devoted considerable time to public domain research. Other members of the NAB staff are E. E. Revercomb, bookkeeper, and Ella L. Pharoah, stenographer.

Closed Sessions Planned By NAB Sales Managers

THE NAB Sales Manager's Division, formed just a year ago, has arranged for closed sessions during the 15th annual NAB Convention in Chicago June 21-23, according to L. H. Avery, WGR-WKBW, Buffalo, its acting chairman. Monday and Tuesday afternoons, June 21 and 22, the Division plans to hold closed meetings in the Sherman, Mr. Avery said. More than 100 stations sales executives have enrolled in the organization.

Present plans call for the Monday afternoon session to be devoted to a discussion of national sales problems, with Tuesday afternoon devoted to local sales problems. J. Leslie Fox, KMBC, Kansas City, will handle the former discussion and Mort Watters, WCHS, Charleston, is assigned the local session. On the agenda also are such topics as merchandising and how far it should go; sales promotion; compensation of local salesmen; creation of new business; blanket and bulk rates, and creation of a successful commercial idea exchange.

Snyder Heads Committee

GLENN SNYDER, manager of WLS, Chicago, for the second successive year is serving as chairman of the NAB Local Convention in connection with the 15th annual convention in Chicago June 20-23. The committee, made up of Chicago station executives, has been entrusted with such matters as entertainment of lady guests, arrangements for the annual golf tournament and the banquet. In addition to Mr. Snyder, other members of the committee are H. Leslie Atlass, WBBM, Ralph L. Atlass, WJJD-WIND, H. C. Cromwell, WMBI, Gene T. Dyer, WGES, W. E. Hutchinson, WAAF, Quin A. Ryan, WGN, Frank A. Stanford, WSBC, Niles Trammell, WMAQ-WENR, and Clinton R. White, WCRW.

Film Industry Advised to Grab Television

Report Made for Will Hays Urges Development of Pool To Acquire Stations or One of National Networks

A. Mortimer Prall

TO THE DESKS of all producer-members of the Motion Picture Producers & Distributors of America Inc., headed by former Postmaster General Will Hays, early in June went a copy of a highly confidential *Television Survey and Report* prepared by A. Mortimer Prall, son of the chairman of the Federal Communications Commission, who was engaged last year for the task by Mr. Hays. The report is the result of about a half year of research by Mr. Prall and staff, and it sets forth in detail the status of television and radio in America and other major countries.

Only 48 copies of the report were prepared for perusal by the movie chieftains, and the copy reaching the hands of BROADCASTING discloses data and proposals of tremendous import to the broadcasting and broadcast advertising businesses. Young Mr. Prall, formerly with Rex Cole Inc., General Electric distributors in New York, and for a short time with Transamerican Radio & Television Corp., urges the motion picture industry to consider seriously two plans for getting into the radio-television fields for its future self protection. The ideas are advanced because, the report asserts, "television cannot be denied —the people demand it, and sponsors want it." The report proposes:

1. That "if the motion picture industry is to get the greatest benefit from television, it must actively engage in the business of radio and television broadcasting, or produce the material for television broadcasting. To do this, an association for profit in the nature of an open pool of television broadcasting rights must be formed by those now engaged in the industry sufficiently interested to contribute financial support. Such association should have broad powers to engage in the business of radio and television in all its branches." It is suggested that this association might first consider the purchase and control of stations not now included in the four major chains and forming them into a fifth national network.

Opportunity Knocks!

2. That motion picture interests purchase control of an existing national chain of broadcasting stations. "The NBC Network, the Columbia Broadcasting System or the Mutual Broadcasting System," the report states, "are suggested as being properties which might be acquired. Each has a complete and efficient staff of executives and operating personnel with many years of experience. Each is made up of stations long established in desirable locations with modern equipment, satisfactory power, frequencies and broadcasting time. Each has a competent engineering staff fully conversant with television as it has developed here and abroad, and able to carry on as television becomes a commercial fact. Each enjoys an excellent reputation and representative audiences which make their facilities desirable outlets for sponsors."

The report concludes, without stating how the network properties are to be acquired except by suggesting purchase, by asserting that "the acquisition of any one of these networks would establish the motion picture industry in a well-organized and profitable enterprise." It winds up by stating:

"The motion picture industry has its greatest opportunity for expansion knocking at its doors today. It must prepare now for this new industry which is certain to become an important part of our American life."

The report begins with a general review of the television situation in this country and abroad, with particular reference to technical problems such as wave length allocations, transmitter limitations, the coaxial cable, interference, costs, equipment, etc. This section of the report stresses the eye-strain feature incident to viewing pictures only 7x10 inches in size, and it is evident that the report was written before the lens projection of television images to home movie size and even to motion picture theatre screen size was disclosed by RCA last month [BROADCASTING May 15, June 1].

With respect to the economics of television, the report is highly optimistic about the ready-made audience already available due to sound radio and about the prospects of sponsorship by radio advertisers. It states, however, that "it appears that the radio broadcaster of today will continue to function for the sponsor undisturbed by television for many years to come."

The activities of the various leading experimenters in television in this country and abroad, reported at length in previous issues of BROADCASTING and listed in full in the 1937 Yearbook Number of BROADCASTING, are then outlined. The claim that RCA has spent more than $1,000,000 in television research is reported, and the statement made that the 343-line television of RCA-NBC, Farnsworth and Philco, viewed by the author of the report, was "not nearly so pleasing as the new 441-line results." A rumor that William Randolph Hearst is one of the principal backers of Philco, "having recently invested a million dollars in its activities," is published in the report.

Source of Programs

With respect to motion pictures and television, the report states:

"All experimenters and observers frankly admit that the best television results have been produced from motion picture film presentations. A progressive and alert motion picture industry, with its great studios and great organizations, is equipped to do the kind of program production job which would insure perfect television material and gain at once the public acceptance and interest in this new art. By a campaign carefully planned and executed the motion picture industry has its greatest opportunity in years for expansion. It is the natural source of material for programs and should be indispensable to the television art.

"During the last 25 years it has been the aim and indeed the accomplishment of the motion picture industry to provide finer entertainment for the American public. All during this long period the industry has engaged in research, striving for accuracy of detail in its productions. It has sent men to the far corners of the world to secure accurate information necessary for the forceful portrayal of its productions.

"The arts, history, literature, habits and economics of all lands have been the subjects of this research study. This intensive work has resulted in the industry compiling data which is now a part of the great motion picture research libraries. Producers and directors find it necessary daily to consult this reference material in production work. It would require years and a great sum of money for the television industry to attempt the duplication of this material.

"The motion picture industry is composed of great production corporations. They possess every element necessary to the production of the finest programs of sight and sound on film. Writers, composers, artists, designers, architects, engineers, technicians, construction men, studios, special equipment, and the world's best actors and actresses are all a part of this great industry.

"In the 25 years of producing entertainment, the industry has developed a consciousness of the public reaction to pictures of all types. This knowledge would be invaluable to the television broadcaster in his production work. With all of the experience it has had in production problems, it is clear *that the motion picture industry is the only source of supply for television programs.* Highly trained personnel with long years of experience in producing entertainment of the motion picture type will assure programs of high fidelity, interest and entertainment value.

Program Production

"The U. S. Department of Commerce, through the Motion Picture Section of the Bureau of Foreign and Domestic Commerce, estimate that if every foot of film produced in America, plus every foot imported, were used for television broadcasting, we would have enough material to supply us with a maximum of three hours entertainment each day, provided, of course, that each picture was transmitted but once. Great Britain's total domestic production, plus imports, would provide them with but ten minutes of material daily. It is, therefore, evident that the production schedule of our American studios would have to be greatly increased if they undertook the production of television programs in addition to their regular work."

Claim that the radio and television people need the benefit of the motion picture industry's experience in programming, is featured in the report, the section on program production stating:

"After observing several experimental television broadcasts designed and produced by the several

(Continued on page 30)

20th Century Head Says Broadcasts Are Definite Aid to Film Attendance

LAUDING radio for its part in exploiting motion pictures, John D. Clark, general sales manager of Twentieth Century-Fox Film Corp., at the annual sales convention in Hollywood June 1, declared broadcasting is a definite box-office builder if properly handled.

Statement was based on recent survey which followed the Hollywood broadcasts of portions of motion pictures with stars appearing. Survey of box office effects was a "laboratory test" by the company of the actual situation. As a result Twentieth Century-Fox will continue to follow its established policy of allowing contract artists to appear on radio programs, Mr. Clark said.

Company some time ago adopted a policy of controlled broadcasting. Inaugurated by Darryl Zanuck, vice-president, players, material and personnel are available for radio, but only with complete studio control. Mr. Clark said 5,000 exhibitors, with three-year contracts to show 20th Century-Fox pictures, are wholeheartedly behind the studio-radio cooperation. Consensus is that broadcasts, properly utilized, have definitely increased theater attendance. Lew Schreiber heads the studio-radio coordination bureau of 20th Century-Fox.

Metro-Goldwyn-Mayer Studios, planning a mammoth program featuring its players, is to reveal details shortly. Several sponsors are said to be interested and Louis K. Sidney, managing director of WHN, New York, controlled by Loew's Inc., M-G-M parent organization, will leave for Hollywood to line up and supervise the program, to start in September.

Radio's Capital—Is It Moving Westward?

Compilation of Views of Prominent Figures in Four Cities Depicts Trend of the Broadcast Industry

WHAT city is the capital of broadcasting? Is the industry shifting from New York to Hollywood? Is Chicago slipping? How about San Francisco? Will Hollywood become broadcasting headquarters?

These questions were put to key radio figures in the four cities just mentioned—Arthur Pryor Jr., BBDO, New York; Walter R. Wade, Wade Advertising Agency, Chicago; Tom F. Harrington, West Coast Manager and Radio Director, Young & Rubicam Inc., Hollywood. The San Francisco case is a roundup of views obtained from leading radio figures there.

NEW YORK

By ARTHUR PRYOR Jr.
Vice President,
Batten, Barton, Durstine & Osborn Inc.
New York

Mr. Pryor

WITHIN the last year or two, radio producers in the East have become more and more aware of what is called "the swing to Hollywood". There has been a feeling that any first-class group putting on network shows has to at least toy with the idea of opening an office on the West Coast. Many of them have full-time staffs out there putting on their productions.

And so, because it's just the way people think nowadays, a Question has been born. Somebody asked me the other day, "Do you think that Hollywood will supplant New York as the country's broadcasting capital?" and he seemed to be quite serious about it.

Of course, I wasn't so sure that I could answer his question correctly because I'd never before thought of New York as the country's broadcasting capital any more than I'd considered it the home of the legitimate stage, a great musical center, a preeminent business metropolis and a big ganging up of advertising agencies. The fact that there is a lot of broadcasting done from New York studios is a result of all those factors.

And so with Hollywood. For years and years East never met West. Back here we made our radio shows and out there they made their movies. Nobody tried to mix them up, but was content with a guest star on the air once in a while, and every so often a leading radio personality, like Rudy Vallee, would make a motion picture.

Time Moves On

In the seven years that have elapsed since Rudy made his "Vagabond Lover", things have changed. Sponsors wondered (and so did movie stars) why people who were funny on the screen wouldn't be funny on the air, too. People who were funny on the air took a crack at the movies, and, in general, have not fared as well as the movie folk. The fact remains that the greatest successes in both the motion pictures and radio are the ones who stick to their knitting and do not try the alternate medium except in very infrequent guest appearances.

Hollywood, then, is the movie capitol, and at present there is a certain demand for screen talent. Hollywood Hotel, Bing Crosby, Jack Oakie and the Lux Theatre naturally emanate from Hollywood, because that is where the talent is.

If people want to put Edgar A. Guest on the air, they take the broadcasting center nearest his home, which is Chicago. If they want President Roosevelt, they go to Washington. If they want Deems Taylor or Tommy Dorsey or any one of the majority of the successful dramatic shows, they come to New York, where most of the musical and legitimate talent is.

That's the way I look at it, and it seems very foolish to me to hear people discussing "radio capitals" and places "vieing" for the "honor" and all that, because next winter there may be a great boom in circus programs, and most shows will have to be put on in Sarasota, Florida, and then there will be another "capital".

When television first comes in, it will not be centered in Hollywood, as many naturally think, because the experimental brains and money are in New York, as are the two outstanding television transmitters, and the people to form the first audiences. The new technique will resemble motion picture procedure, and we will see motion picture talent coming east then, to have a try at the new medium much as Broadway once journeyed west with the advent of sound.

Then will come the day of motion pictures made especially for television transmission, whereupon the talent will turn around and go back to Hollywood again, and so will the sponsors and production crews. All that is a good years away, and need worry few of us in radio now. But it shows how hard it is now, and will be in the future, to tell where any radio capital is.

CHICAGO

By WALTER R. WADE
Wade Advertising Agency, Chicago

Mr. Wade

WHAT Broadway is to the theater and Hollywood the movies, Chicago is to the "Theater of the Airlanes."

This is proved by the fact that Chicago radio stations originate something like half a hundred dramatic radio shows, involving some 250 productions each week at all hours of the day, and employing the largest group of microphone-trained actors and producers in the world today.

What factors are responsible for Chicago's eminence in this field of radio broadcasting?

This question becomes more important when it is realized that Chicago had no ready or fixed source of supply of "big name" actors such as New York had in Broadway and Hollywood had in its movie studios. When radio loomed on the horizon with its vast potentialities for dramatic serials and original radio dramas, Chicago advertising, program and production men realized that a type of program would have to be devised in which the play and not the name was the thing.

Breaking away from the traditions of the stage, therefore, these foresighted men developed microphone technique as applied to dramatic acting and evolved many new methods for the new medium. The possibilities lying in the use of "character" voices soon became apparent and actors were trained to attune their voices to the intimacy of the radio medium—an intimacy that makes every listener a front seat auditor. Gradually this training became apparent and Chicago-developed actors began to acquire a national reputation. Advertisers began to realize that the "Chicago system" was peculiarly fitted to the task of producing dramatic shows and writers, actors and producers soon began to benefit.

The outgrowth of this stability was the establishment of contract lists of actors who were given to understand that they would be cast as often as possible when their capabilities fitted the demands of the program.

Typical of the success achieved by this type of show is the record set by Uncle Ezra's Station E-Z-R-A which recently celebrated its 400th broadcast over NBC networks and which was on WLS many months prior to that.

Among the Leaders

Among the other dramatic radio shows heard from Chicago are NBC's Today's Children, Backstage Wife, Ma Perkins, The Story of Mary Marlin, Uncle Ezra, It Can Be Done, Vic & Sadie, Kaltenmeyer's Kindergarten, Girl Alone, The Guiding Light, Young Hickory, Dan Harding's Wife, Little Orphan Annie, Stepmother, There Was a Woman, Nickelodeon, the Forest Rangers, the Farm & Home Bugle Players, First Nighter, Your Health and Lights Out; WGN's "Nine-Thirty Curtain;" Your Parlor Playhouse, Bachelor's Children, Lucky Girl, We Are Four, Painted Dreams, The Couple Next Door, Arnold Grimm's Daughter, Way Down East, Wife vs. Secretary and The Lone Ranger; WLS' Virginia Lee & Sunbeam, the Little Theater of Homemakers' Hour, the Big City Parade and The Old Judge, and WBBM's Betty & Bob, Modern Cinderella, Romance of Helen Trent, Manhattan Mother, Old Time Melodramas, Davey Adams, Kitty Keene, Inc., Linda's First Love and Hello Peggy.

It should be noted that there are two types of dramas—the original play type such as First Nighter, Lights Out, Grand Hotel and "Nine Thirty Curtain," which often develop their own "big names", and the five-a-week serial. A variation of the five-a-week serial is also popular when presented like Vic and Sade, which features the same characters in a complete, but entirely different episode each time.

That actor-training in Chicago studios is of immense value to the actors themselves is indicated by the long list of players who have found jobs in screenland. On such a list would be found the names of Don Ameche, Tyrone Power, Cliff Soubier, Cliff Arquette, Dorothy Lamour, Arthur Jacobson, Don Briggs and Dorothy Page.

Points of Origin of Network Programs *

1936	*New York* hrs.—min.	*Chicago* hrs.—min.	*Hollywood* hrs.—min.	*Others* hrs.—min.	*Total* hrs.—min.
NBC (combined)	32 — 15	27 — 45	4	2	66
CBS	28 — 45	4 — 30	2 — 30	3 — 45	39 — 30
TOTAL	61	32 — 15	6 — 30	5 — 45	105 — 30
% originating in each city	57.08%	30.6%	6.2%	5.4%	100%
1937					
NBC (combined)	49	23 — 15	8 — 45	2	83
CBS	32	11 — 15	7	5	55 — 15
TOTAL	81	34 — 30	15 — 45	7	138 — 15
% originating in each city	58.6%	25.0%	11.4%	5.0%	100%
Increase of 1937 over 1936					
Hours	20	2 — 15	9 — 15	1 — 15	32 — 45
Percent	32.8%	7.0%	142.3%	21.7%	31.0%

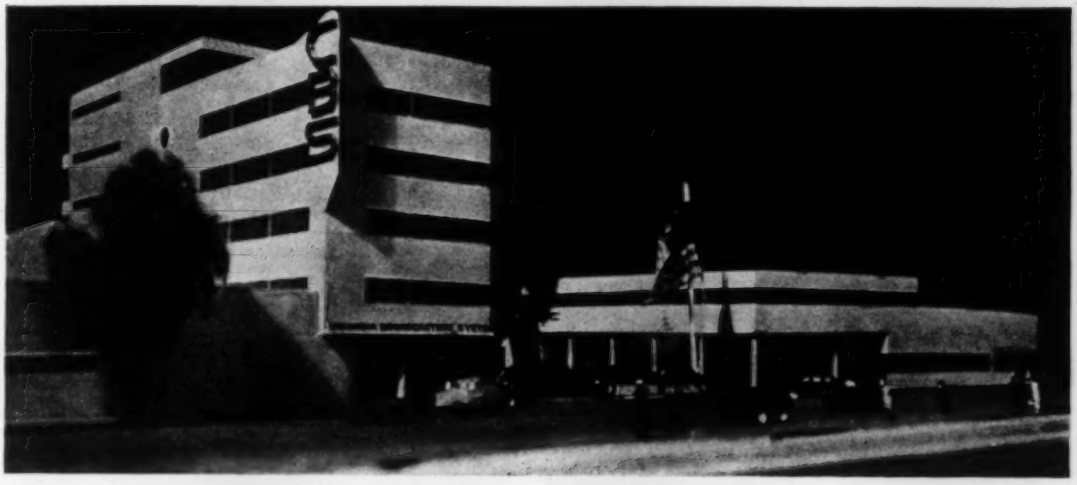
* Typical week in May. Does not include purely West Coast programs for Coast consumption which originate in Hollywood and San Francisco.

Typical of those players who remain in Chicago are Anne Seymour, star of Mary Marlin; Lester Tremayne, of Grand Hotel and The First Nighter; Patrick J. Barrett and Nora Barrett, his wife, of Uncle Ezra; Betty Winkler, of Girl Alone and Gale Page of Today's Children.

Typical of the writers are Paul Rhymer, author of Vic & Sadie; Jane Crusinberry, of the Story of Mary Marlin; Fayette Krum, of Girl Alone; William J. Murphy, of Young Hickory; Jack Frost on Uncle Ezra's program; Ken Robinson, of Dan Harding's Wife; Ferrin Fraser, of Little Orphan Annie and Lee Gebhard of Ma Perkins.

Amos 'n' Andy, Lum & Abner and Myrt & Marge are examples of other noted dramatic shows which made their network debuts and became firmly established in Chicago studios before moving East or West.

Thus, from the ranks of Chicago's unknowns have been developed radio's best-qualified radio actors and producers and thus has Chicago become synonymous with radio drama.



IN HOLLYWOOD—CBS will have a layout like this, at a cost of some $2,000,000. The building was designed by William Lescaze. At the left is the five-story structure which will serve as the broadcasting building. At right is two-story business building, blended into the intensely modern architectural scheme.

LOS ANGELES

By TOM F. HARRINGTON

West Coast Manager & Radio Director Young & Rubicam Inc., Hollywood

Mr. Harrington

THOSE who talk about radio "going Hollywood" are divided definitely into three groups.

There are those who speak of it interestedly, but not heatedly. They are the urbane New Yorkers, to whom Hollywood is still the movie center, with the pleated trousers and the belt in the back.

There are those who speak of it dismally. They are sad-eyed Chicagoans who have already seen the West Coast absorb their only big shows.

The others are brightly optimistic—and they, of course, are members of the Hollywood radio colony.

I suppose I fall in the last category—though I still have no neon numerals on my stop watch.

A Need for Names

Two main factors put radio on the trail to Hollywood. Both stem from the single fact that radio, which three years ago cherished the idea program, has bounced back strongly until it now depends almost wholly upon dat ole debbill Box Office Attraction. As long as radio develops names that have a box office value on a theatre marquee, and movies develop names which add glamor to the program listings in the daily papers, the two mediums shall have a common meeting ground in Hollywood, where they can swap attraction for attraction to their mutual benefit.

Take a look a the list of shows originated in Hollywood this past season and you will notice two groups . . . those that followed their stars to Hollywood because of movie assignments given as a direct result of their radio reputations, and those that had moved to Hollywood to secure the glamor of names already high in cinema circles.

The programs of Jack Benny, Milton Berle, Burns & Allen, Joe Penner, Fibber McGee & Mollie, Charles Winninger (doing a return to Showboat), Bing Crosby and Don Ameche support the first point. Those of Fred Astaire, the Radio Theatre, and Hollywood Hotel support the second. And a moment's consideration of those programs definitely indicates that radio's movement to the Coast depends not only upon what motion pictures can give radio, but also upon what radio can give motion pictures.

The value of motion picture names to radio cannot be underestimated, not only in attaining box office appeal but in performance. The big names are now giving more than the mere glamor of their presence. The more shows they do, the more they catch the microphone technique and turn the full power of their talent into a fresh new medium.

A casual glance around reveals more than a generous sprinkling of movie names on the radio lists. Newest of top cinema recruits is W. C. Fields. Others who have made an air name for themselves include Andy Devine on the Jack Benny show, Charlie Butterworth, Fred Astaire and Jack Oakie, to mention the barest handful. Radio's dramatic lists have long been supplied with top movie talent appearing in a guest star capacity and with men like Fred MacMurray, Herbert Marshall and Basil Rathbone turning in top performances, there will probably be an even greater interexchange of talent between the air and the screen.

It must be remembered, in speaking of Hollywood's absorption of radio, that there is more to radio than those big shows which top the ratings and are the ones that will be affected by radio's exchange of big names with the movie industry.

A Talent Center

Leaving the box office names out of it, can Hollywood become the focal point of production of the *shows that build names*? Those programs are the backbone of radio, and until Hollywood can produce and develop them Hollywood can never call itself the radio center. There is every chance that this will happen. Hollywood is becoming more and more the talent center of the country. The Hollywood radio producer need not go to the top of the movie shelf for his performers. They throng in his waiting room by the dozens and if he has an eye to the future he will bolster up his shows with this coming talent, youngsters not yet big enough to swing the job but with the potentiality for developing a real following and growing into starring material.

In addition to fresh talent there is an influx of fresh program ideas, new writers, new production men centering now on Hollywood—where a few years back they would have made the long trek to New York. Sustaining Coast shows, too, are becoming national sponsored network programs with increasing frequency, as national agency men who otherwise would never have had a chance to hear them, come to Hollywood and turn the dials. An outstanding example of this is Carleton Morse's highly successful One Man's Family.

On the Wall

It needs only a push to set that ball to rolling. And the very fact that the phrase "From our Hollywood studios" has a certain amount of glamor in itself may be the push needed. The whole important field of actual radio pioneering in Hollywood has vast possibilities. Some of radio's greatest stars — those that interested the movies most once they got their start in coast to coast radio from New York—were developed originally on the West Coast. It would not be too much to presume that the West Coast will develop even more great names in the future, and that those great names will have to go only to Hollywood for their network chance, instead of to New York.

I am not glossing over the fact that the business of commercial radio will remain in the East. In fact, that is my reservation. No one knows better than I that an intelligent sponsor is an invaluable asset when placed in the front row of any rehearsal. The fact that most of the business in motion pictures is conducted 3,000 miles from the center of motion picture making would seem to prove, however, that that is not such a vital factor.

No one needs strong lenses to see the handwriting on the wall. More and more major agencies are moving production crews westward—not with the feeling of sending missionaries to China but with the feeling that they want to get in the Hollywood radio swim where anything can happen — and probably will.

Meeting places in Hollywood now are getting more and more like Madison Avenue in New York, where well-known advertising men gather and talk about clients, commercials, new stars and new program ideas. Actually, radio isn't "going Hollywood" so much as Hollywood is "going radio". We are all keeping a weather eye on New York, of course, and watching its pulse beat. We have much to learn from New York, and none of us allows himself to forget the fact.

Surest comment on the westward radio trend came from the lips of a rugged swinger of a wrecking crowbar some months ago. I was walking along Sunset Boulevard and noticed a crew demolishing an old building about two blocks down from Vine Street. I stopped and watched them throwing dusty boards into the street for a while and then I asked this fellow what it was all about.

He leaned on his crowbar and looked at me quizzically. "Haven't you heard," he said. "This is going to be the new Columbia studios. Radio's coming out West for a spell."

SAN FRANCISCO

AS A RESULT of the rapidly growing shift of originations to Hollywood, San Francisco advertising executives privately express considerable doubt as to the availability of San Francisco to retain its present position as West Coast radio headquarters during the coming year, although the more distant future is thought to hold considerable promise owing to the influences expected to be generated by the Golden Gate International Exposition of 1939.

While San Francisco remains the financial and business center for the entire Coast, and commercials over the NBC networks have been running about 3 to 1 in favor of San Francisco as opposed to Hollywood, a serious problem nevertheless faces agencies in their effort to secure talent and program material of sufficient drawing power to offset the lure of Hollywood names and Hollywood origination value.

So potent is the present at-

(Continued on page 35)

NBC Prepares for Extension Of Blue in South, Southwest

Networks Divided Into Separate Rate Schedules for The First Time; Total of 126 Stations Listed

THE LONG-heralded expansion of the NBC-Blue Network into the South and Southwest is expected to crystallize by this fall by virtue of consummation of arrangements with at least a half-dozen stations in those areas during the last few months.

Also indicative of the plans of NBC was the issuance of separate rate cards for the Red and the Blue Networks as of July 1, 1937. It represented the first time NBC had divided the networks into separate rate schedules. Listed in them were 19 stations not included in the last rate card issued last December. All told, 126 stations were listed for the two networks, several of which are scheduled to join the nation-wide facilities at a later date.

With respect to the projection of the Blue Network into a separate nationwide entity, no formal statement was forthcoming from NBC headquarters. As far as could be ascertained, either definite or tentative arrangements had been made with a half-dozen stations through the South and Southwest for Blue Nework affiliation while existing Red and Blue outlets in those cities are to become basic Red stations.

Others Acquired

Moreover, it is understood that KFDM, Beaumont, Tex., and WJBO, Baton Rouge, have been aligned by NBC. Whether they will become Red or Blue outlets, or whether they will become supplementary stations available for use with either network, evidently has not yet been decided. KFDM operates on the 560 kc. channel with 500 watts night and 1,000 watts daytime. WJBO operates with 500 watts specified hours on the 1120 kc. channel. Its principal owner is Charles P. Manship.

NBC already has announced the affiliation of WMBG, Richmond, as a Red outlet, effective June 27. WRTD, new Richmond local shortly to go on the air, has been signed as a Blue outlet, thus for the first time separating the networks in the Virginia capital. In Atlanta, WSB, present 50,000-watt supplementary station, is expected to become basic Red, while WAGA, being removed from Athens, Ga., to Atlanta, will in all probability be the Blue outlet.

In Birmingham, the present NBC outlet on both Red and Blue is the 5,000-watt WAPI. This station, however, on Aug. 1 is expected to switch to CBS under a new arrangement [BROADCASTING, June 1], and WBRC, the present CBS outlet, is expected to become the basic Red unit. WSGN, present independent operating on 1310 kc. with 100 watts night and 250 watts day, is expected to be aligned as the Blue outlet.

In Memphis, the present NBC Red and Blue outlet is WMC, operated by the *Memphis Commercial Appeal*. WNBR, operated by the same interests but now an independent station, is slated for affiliation with the Blue Network.

In New Orleans, WSMB is the supplementary outlet on both networks but will become basic Red, at which time it is understood WDSU, present independent and former CBS affiliate, will join the Blue.

Plans in the Fort Worth-Dallas area center upon removal of KGKO from Wichita Falls to Fort Worth. WFAA and WBAP, time-sharing stations on the 800 kc. channel with a common 50,000-watt transmitter, are the present supplementary Red and Blue outlets. KGKO has been purchased by the *Fort Worth Star-Telegram* and is in the process of moving into Fort Worth. It operates on the 570 kc. channel with 250 watts at night and 1,000 watts until local sunset.

After KGKO begins operation at a point midway between Dallas and Fort Worth, it is expected that WFAA-WBAP will become the basic Red outlet with KGKO serving the two cities as a Blue outlet. It is also presumed that the *Star-Telegram* will sell its half time WBAP to the *Dallas News*, operator of WFAA.

In announcing the new separate rate cards for the two networks, Roy C. Witmer, NBC sales vice-president, pointed out that the rates for all the stations mentioned are the same with the single exception of WOAI, San Antonio, which has been increased to $260 per evening as a base. This station, after failure of efforts to sell to CBS, is understood to have signed a new five-year contract with NBC. Enumerated in Mr. Witmer's letter to clients and agencies were stations which had joined the network since the issuance of the last rate card Dec. 12, 1936. New affiliates of the Blue Network were listed as WSPD, Toledo, WOWO, Fort Wayne and WTCN, Minneapolis-St. Paul, as basic outlets; WLEU. Erie, WJTN, Jamestown, and WRTD, Richmond, as supplementary basic stations with the Blue, and KGHF, Pueblo, as a supplementary station for use with the Blue Mountain Group.

The most recent addition to the basic Red Network was WDEL, Wilmington, WMBG, Richmond, becomes a supplementary basic station for use with the Red Network. Supplementary facilities for use either with the Red or Blue Networks were enumerated as WGBF, Evansville; WBOW, Terre Haute; WSAN, Allentown; WORK, York; KANS, Wichita, and KSOO, Sioux Falls. KARK, Little Rock, and KGNC, Amarillo, have joined the Southwestern group. KOB, Alberquerque, is scheduled to join the Pacific Coast Group as a supplementary Red or Blue outlet June 15, and KIDO, Boise, joins the North Mountain Group in October. KERN, Bakersfield, formerly available for use only with the Pacific Coast Blue Network, now is available for use with the Pacific Coast Red Network also. Other alterations since the issuance of the last rate card were:

Changes in the Northwestern Group include WDAY, Fargo, and KFYR, Bismarck, as a new Northwestern group. KSTP, Minneapolis-St. Paul, is a basic Red station. WTMJ, Milwaukee, and WIBA, Madison, make up a new North Central Group. WEBC, Duluth-Superior, is a supplementary basic station for use with the Red or Blue Networks.

Mr. Witmer stated also that consolidations have been effected in several of the supplementary groups to afford advertisers greater choice within groups. Stations in the Southeastern Group are available in a group of not less than four; in the Southcentral group, in a group of not less than six; in the Southwestern Group, in a group of not less than six. Stations in the North Mountain Group now are individually available.

For greater flexibility in arranging schedules, WJAX, Jacksonville, WFLA-WSUN, Tampa, and WIOD, Miami, all formerly in the Southeastern Group, now comprise the Florida Group, available for use with either the Southeastern or the South Central Group.

Kendall on Coast

KENDALL DOG FOOD Co., Portland, Oregon, has released the first 13 in a series of 52 transcriptions titled *Dog Heroes*, over KFRC, San Francisco, KGDM, Stockton, and KDON, Monterey, Cal. Stories, written by Ben Harkins, are based on the life of Frank Foster Davis, dog authority, and are dramatized by a KFRC cast. Records, of 15-minute duration were cut by Titan Recording Laboratories, San Francisco. Agency is W. S. Kirkpatrick, Portland, Ore.

BASS SEASON OPENS—And radiomen with a bent for the rod-and-reel are quick to report their fish stories, with photographic evidence. At left is Ralph D. Foster, manager of KWTO and KGBX, Springfield, Mo., who proudly displays a catch of black bass hooked in the White River of Arkansas. At right, Martin Campbell (right), manager of WFAA, Dallas, smirks over his catch and that of his chief engineer, Ray Collins, taken in a lake on the Pattern Ranch near Waco early this month.

Chapters of NAB Proposed by Hart

Urges Intensified Campaign to Meet Anti-Radio Influences.

Mr. Hart

FOLLOWING through on his proposal of last year, Fred J. Hart, president and general manager of KGMB, Honolulu, was prepared to address the NAB Convention in Chicago June 21-23 on his proposal for the setting up of NAB chapters through the country as a means of counteracting anti-radio influences.

In an open letter prepared for distribution to NAB members, Mr. Hart brought out that at the 1936 meeting of the NAB a resolution he proposed was adopted which provided in effect that the Board of Directors be instructed to bend every effort during the 1936-37 year to foster state, regional and national units of the NAB as chapters of the trade association.

Declaring that to date no such effort as provided in the resolution had been put forth, Mr. Hart said that the industry again this year is improperly organized and cannot adequately combat the organizations preying upon it.

Attacks From Many Sides

"Radio is no longer a child and has grown to man's estate," he said. "As such, it has become the prey of designing organizations too numerous to mention. Radio has been, and will be, attacked not only regionally, but locally, and if radio is to escape carrying unjust burdens, it must immediately build a national organization with properly and efficiently organized and functioning branches reaching into every portion of the United States where there are stations."

A former farm paper publisher and journalist, Mr. Hart pointed out that one of the most powerful organizations in the country is the American Farm Bureau Federation. This organization, he said, is set up by counties, states, regions and also nationally.

Local chapters could be federated into five regions and one national organization, he said. Each chapter could be allowed voting delegates in the regional and national association in proportion to the number of stations making up the local chapter. Local chapters would be chartered only by the national organization.

"At each annual meeting of the national association the delegates from each region would elect one of their number as Regional Director who would preside over the region and represent that region on the Executive Committee of the national association. This executive committee would carry on the work of the national association in the same manner as does the present Board of Directors of NAB. Under this type of organization, while it is true only the chapter delegates would have the right to vote, any radio station belonging to a local chapter would be allowed to send a delegate to regional and annual meetings of the NAB, which delegate would have the right of the floor, though not the right to vote."

The Dealer's Own Show—How Norge Sells

By H. T. ENNS
Manager Station Relations, Cramer-Krasselt Co.

Ways Local Retailers Can Use Programs for Sales Support; Some Tips on Merchandising and Cooperative Tie-ins

NORGE is on the air with a program on some 70 stations, carrying the sales message to an estimated 20,486,672 radio-owning families. Dealers are taking advantage of this "open sesame" to the fireside by using every possible form of merchandising tie-in. But Cramer-Krasselt Co., advertising counsel for Norge, has still more ideas on the subject, and here they are. At left is Mr. Enns, garbed in woolens, perhaps to keep warm as he thinks of Norge's Rollator.

WHAT do you mean, "The Dealer's Own Show"?—one that he builds and pays for himself? Well, that's one kind of dealer show, but it *isn't* what we mean.

We mean that every general radio show on the air—network or spot—being broadcast by a manufacturer with a dealer organization selling his product, is, or can be made, The Dealer's Own Show!

The problem of successful radio programs would be simplified greatly if *all* dealers would realize this fundamental fact;—and then proceed to take advantage of it. Some dealers, by localized effort, *are* making factory sponsored programs into their own shows, and the success they have had in capitalizing on factory expenditures is proof of what can be done.

It is hard to believe that an alert and progressive dealer would neglect willingly such a natural avenue to increased sales. Perhaps then it is because the dealer has not been shown how much depends upon him—how, in fact, the program was developed as *his* show, for *his use!*

Something New Needed

One thing more; as a dealer he has for years received merchandising support on advertising campaigns being run in other media. Perhaps this support, and his effort required to utilize it, has become more or less standardized. But the chances are such standardization *will not* work with radio. Then it is necessary to make him realize that, with radio programs, he is receiving sales support that calls for a *new* type of cooperation and activity from him.

Frankly, do you think the average dealer, up to the present time, actually realizes that the manufacturer, in the building and planning of a radio program, is picking and choosing a new and most flexible weapon of sales attack— in fact, that the manufacturer is making fullest use of the Directional Appeal of radio? Has he been told that?—often enough?

Let's start from scratch. In presenting the story to the dealer, let him know that, in building a radio program, the manufacturer doesn't operate from a series of negative "don'ts." Instead, he takes a positive attitude, and the show is developed from a series of "musts." These "musts" may differ according to individual selling problems, but let's suppose that the list given below covers the needs of a particular account; and its dealer organization:

1. We *must* have a show to which people will want to listen.
2. We *must* go after a particular audience.
3. We *must* have a program placement plan sufficiently flexible to meet varying conditions.
4. We *must* pick the network, or the station list, most effective in securing the desired audience.
5. We *must* get the selling story over as positively and painlessly as possible.
6. We *must* get store traffic for you, as a dealer, from the program.
7. We *must* get you, as a dealer, to merchandise the program locally if we are to secure the utmost in results.

Check these over—there is not a single point which is not determined to a great extent by the problems, needs and mobility of the dealer organization. In fact, the success with which the manufacturer gets his dealers to cooperate in "Must No. 7," largely determines the success of the show.

Lots to Listen To

By and large they realize this, and before any manufacturer "takes to the air," he and his agency are going to spend many hours settling upon these "musts," for today's crowded airways give listeners a wide choice at every hour of the day and night—mighty keen competition.

To be specific, let's say that a spot program has been chosen as best suited to the needs of the dealer organization. We then can go through the list of "musts" and see how, in practically every case, consideration of this same dealer organization was the determining factor in the final decision.

First of all, our show is going to be one in which people will display an active interest. We want people to *move*—to *do* something. Such shows are planned and broadcast to help the local dealer;—if we were looking only for national prestige our approach would be quite different—and that takes care of "Must No. 1."

Now, in considering No. 2, we have found from long experience in selling this particular product that it is the *women* we want to reach. We know that we could get a larger audience in the evening, but we also know that we can concentrate upon a large and receptive and practically exclusive woman audience during the morning hours. So we are going to go after Mrs. Housewife during those hours she spends most of her time in the front part of the house, with the radio turned on and serving as her morning companion. And certainly, Mr. Dealer, that choice of time is dictated by our desire to plant selling seeds to move your goods.

In analyzing No. 3, why do we want a flexible program placement structure? The answer—so we can get together and from our combined knowledge pick the time of day when the show will do the best job—pick the station that is going to deliver the audience we both want — prepare local commercials specifically for your market—all, Mr. Dealer, because it's your show.

When it comes to the selection of stations, as set forth in "Must No. 4", that problem is bound quite closely with No. 3 because it is, to a great extent, a question of program structure. But you know, and we know, that in certain markets our product is particularly well suited to certain stations. Here again our decision is based upon combined knowledge of your market and results in our choosing those stations which have their fingers on the pulse of the community—and don't ever think stations are lacking in personality.

Power of Suggestion

Because it is your show, in our "No. 5 Must", we are going to stay away from long-winded factory commercials. Sure, we are going to talk about our product, but we also are going to talk about *you!* You see, we found out that when it comes to sales producing commercials, it isn't a question of how much you can say, but *how well you can say less.* People may differ, but most of them react like a couple of Missouri mules when you tell them that they *have* to do something. So we are not going to *tell* them—we are going to *suggest* that they *see you* and let *you* do the telling.

When it comes to the rest of the story—and how much *does* rest on "Musts" 6 and 7!—well, we have tried to do a job for you—now what are you going to do for yourself—and, incidentally, for us?

I'll tell you a few of the things you can do which other dealers have done and through which they have succeeded in ringing the cash register bell:

1. Make it an inflexible rule that your radio be turned on in your store when your show is on the air. You'll be surprised at the number of people who may hear it.
2. If the program is broadcast at a convenient hour, have your sales force on hand to listen to it. You are going to get two results from this—(1) it will serve as a pep talk, or tonic, to the organization, and (2) if your boys are on their toes, many a time they are going to get a new selling idea or slant from a program.
3. Mention the program to every prospective customer, whether they are in your store, or you are in their home. If you happen to be canvassing outside and are in a prospect's home at the time the show goes on, suggest they tune in —it probably would be an excellent opening for your sales story.
4. Have every man in your organization talk about the program —also tell them to have their wives or sweethearts mention it to their friends. More listeners mean more prospects. There is no better way of getting listeners than through a little word-of-mouth advertising.
5. The chances are, you are doing some local advertising. Mention the program in your copy—it will tie in with your other message.
6. In all probability, the factory has prepared promotional material to be used by you in cashing in on the show. Use it, every possible way you can. Remember this—people are interested in radio, and there is no reason why they shouldn't be interested in your show. If the program is designed with a hook to bring people into your shop, play it up for all you are worth. Enthusiasm is contagious and it's a good idea to expose as many people to it as you can.
7. Get close to the radio station —they are human and full of ideas. In all probability, they already are doing everything within their power to merchandise the show to their listeners. Find out what they are doing and see if it is possible to tie in with their efforts. Also, for goodness sake, if the show is moving for you, tell the station about it. There is nothing they like better than to know that a program of theirs is producing results. The more results, the harder they work—and the harder they work, the more profit to you.
8. You know the advantages of window displays. Did you ever stop to figure out the many ways in which an attractive and different window display might be built, using the program as the theme?
9. In our experience, often dealers are sufficiently close to radio stations to arrange a little studio party for a few selected tough prospects, at which time advance auditions of several shows were played. It worked—as an appeal to ego usually does.

And you can get results—that's the big thing. One dealer worked so closely with a certain station manager, and both of them became so enthused about the particular appliance, that the dealer turned the tables and sold the station manager a bill of goods for a little over $350!

Treasury Figures Show 1934 Income

Income Taxes Indicate Half Of Stations Had Profit

SUBSTANTIALLY less than half of the nation's broadcasting stations which filed Federal income tax returns in 1934 were in red ink, while the some 200 which earned profits showed a net income of $8,205,000, according to an analysis made public June 3 by the Treasury Department.

Listed in a subgroup of returns for 1934 covering certain utilities, the figures for broadcasting companies do not differentiate between networks and stations, nor between stations of common ownership. The total number of station returns is given as 484, though there were some 585 stations licensed as of the end of 1934.

Of this aggregate, 197 stations reported a gross income of $69,275,000, with a net income of $8,205,000. They paid income taxes aggregating $1,128,000. This same group of stations paid excess profits taxes of $17,000.

Discrepancies Noted

Returns were filed by 252 stations in which no net income was reported. These stations, according to the statistics, had a gross income of $11,828,000. They reported an aggregate deficit of $2,138,000.

Under the general heading of returns in which no income data were shown, or where inactive corporations were involved, the report listed 35 broadcasting companies. Presumably these were non-profit stations not selling time, such as educational, and religious outlets.

The total gross income figure for the reporting stations as computed by the Treasury, including those stations which showed net profits and those which had deficits, is given as $81,103,000. This figure is at variance with the total of $72,887,000 reported for the industry in 1934 by the National Association of Broadcasters from its business index.

This discrepancy, however, it is pointed out, unquestionably results from the fact that the station tax returns covered all income, including that from talent, artists bureaus and other station operations not actually involved in sale of time. The industry figures represented only broadcast advertising volume.

Gross time sales for the last calendar year — 1936 — amounted to $117,781,000 [BROADCASTING Yearbook, 1937].

United's MBS Plans

WJAY and WHK, Cleveland, will begin broadcasting MBS programs in that city on Sept. 26, the day that cities having daylight savings time during the summer return to standard time for the winter, subject to the availability of these stations, according to announcement from Mutual headquarters in New York. Reason for the availability clause is that WHK, present CBS outlet in Cleveland, and WGAR, which now serves as outlet in that city for NBC-Blue and Mutual programs, are changing network affiliations in the fall, probably on Sept. 26, but if that change should be delayed it would also delay the MBS switch.

Jump in May Time Sales of Networks Reveals Demise of the Summer Slump

THE combined revenue of $5,900,624 reported for May by the nation-wide networks, 32.9% ahead of the $4,441,144 network income and only 2.4% below April of this year gives definite dollar proof that the dreaded summer slump is a thing of the past, at least as far as network advertising is concerned. With network time at a premium, most national advertisers are hanging on to their sponsored periods through the hot weather and only a few are continuing the formerly prevalent practice of signing off for the summer.

Every network showed an increase in billing over May of a year ago. CBS, with a total income for the month of $2,552,374, leads the group both in billing and in increase over last year, having a gain of 45.9% above the $1,749,517 reported for May, 1936. NBC's Red network ranks second on both counts, its May revenue of $2,261,344 running 37.0% ahead of the $1,650,046 for the same month last year.

NBC Blue, which had March and April incomes less than those for the same months in 1936, showed a 4.6% increase in May, with a total of $953,475 for the month this year as compared with $911,674 for a year ago. Mutual also showed an increase, reporting $133,431 for May, 1937, as compared with $129,907 for May, 1936, a gain of 2.7%.

Cumulative totals for the year show CBS 27.2% ahead of last year for the first five months, the combined NBC networks 23.3% ahead, MBS 16.2% to the good, and the total of all the coast-to-coast hook-ups 24.7% above 1936.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
		NBC-Red	
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,303,519	30.7	1,762,201
May	2,261,344	37.0	1,650,046
		NBC-Blue	
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
		CBS	
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,552,374	45.9	1,749,517
		MBS	
Jan.	$187,362	12.7%	$166,266
Feb.	202,088	24.4	162,358
March	212,861	11.2	191,483
April	167,590	19.8	139,834
May	133,431	2.7	129,907

KGLO on CBS

KGLO, Mason City, Ia., will join the CBS network on June 27. Station, operating with 250 watts days and 100 watts nights, is owned by the publishers of the Mason City *Globe-Gazette*. Network rate will be $125 an evening hour, contrasted with the station's card rate of $80. Lee P. Loomis, publisher of the paper, made the deal with CBS.

Kansas City Sees and Hears WHB Anniversary

AN ELABORATE promotional effort in celebration of the 15th anniversary of WHB, Kansas City, was undertaken May 30 to June 5 by the station. Donald D. Davis, president, devised the campaign which consisted of six different units designed to reach various classes of people.

The campaign comprised a coast-to-coast broadcast of the station's anniversary party over Mutual on June 5 and during the entire week the station broadcast special anniversary programs which were publicized in full page newspaper advertisements, placards placed throughout the city, and by flag and banner decorations across down-town streets in Kansas City. Fifteen helium-filled balloons were released daily from the city. Other tie-ups included celebrations for local advertisers and distribution of the anniversary promotional material throughout the industry. For out-of-town guests a luncheon, golf tournament and dinner was staged before the main party in the Municipal Auditorium. The Municipal Auditorium party on June 5 was participated in by WHB advertisers who were given free tickets to distribute in advance to customers.

WHB was established in May, 1922, by E. J. Sweeney, who was interviewed during the celebration.

Revenue in April 28.1% Over 1936

NAB Finds Radio Leading All Media in Comparative Gain

APRIL broadcast revenue was $11,309,319, of 28.1% ahead of the level for the same month last year, the NAB reports. The gross was 2.7% under March, a customary seasonal decline.

The April increase of 28.1% over last year was particularly apparent in national nonnetwork volume, which went up 53.8%. Network business jumped 24.4% while local times sales grossed 12.9% above April a year ago.

In other media, national magazines rose 17.6% over last year, national farm papers 11.8% and newspapers 3.4%, with radio thus leading all media in percentage increase for the month of April.

All sizes of stations showed gains in the nonnetwork category, clear channel and high-powered regions going up 23.6% over a year ago, regionals 47.2% and locals 24.9%.

Transcriptions showed the largest gain from March to April, going up 8.2% as compared with 13.1% for records, a drop of 2.6% for live talent and decline of 3.8% for announcements. Comparing the April figures to a year ago, live talent rose 45.1%, announcements 25.3%, transcriptions 24.1% and records 12.5%.

In comparing the April figures for 1937 and 1936 by sponsor trends, main network increases were found by the NAB in household equipment, soap and kitchen supplies, and financial advertising. Drug and clothing time sales topped the regional network field, with gains being general in the local and national nonnetwork groups where local foodstuffs, department store and tobacco, and national nonnetwork foodstuffs, beverages and confectionery advertising showing good gains.

Total broadcast advertising (gross) for 1937 follows:

	April	Cumulative Jan.-Apr.
Nat. Net	$6,013,181	$24,133,521
Reg. Nonnet	112,938	403,433
Nat. Nonnet	2,982,200	10,849,900
Local	2,201,000	8,102,500
Total	$11,309,319	$43,489,354

Cosmetic Tests

DE ELORZA COSMETICS Inc., Hollywood, Cal., manufacturer and distributor, is using its first radio to attract consumer interest in Maillard's Waterless Shampoo and Maillard's Milk of Quince. The test campaign consists of weekly quarter-hour *Romantic Melodies* on KFWB, that city, and a weekly five-minute participation in *Pertinent Paragraphs*, woman's morning program, on KEHE, Los Angeles. The waterless shampoo is being stressed in the test and as a merchandising tie-in sponsor offers weekly three $45 beauty kits for the best statements of 25 words each on why the writers prefer that shampoo. Statements must be accompanied by a carton top. Test is for 13 weeks, having started May 19 and 27 respectively, and sponsor plans to extend same to other sections of the Pacific Coast in the fall. Agency is Continental Adv. Service, Hollywood.

To Merchandise or Not—

A PARABLE OF STATION SERVICE

HOLD YOUR hats, gents! — Here he is again, the mysterious Mr. Anonymity. This time it is a network executive who, in biblical vein, unburdens himself on gratis merchandising offerings of stations. He cites a rather extreme case, perhaps, but things may have been that way in biblical days. It is good reading for those who are interested in the subject of broadcasting and/or religion, to say nothing of the art of merchandising.

BRETHREN — Our lesson for today is taken from the first chapter of the Book of Radio beginning with the first verse.

1. Now it came to pass that certain two men did erect, build and construct radio stations in the same city wherewith to operate in the public interest, convenience and necessity.

2. And perchance yet another man who called himself an agency desired to use one of the stations to bring to the people of that city good tidings of great joy. But being sore distressed as to which of the two he should use he took himself hence to consult.

3. Now, when he had come he spoke first to one of the men in this manner—Friend, I perceive that I must pay the same price whether I use your station or that of him who also serveth this same city. It also appears that you both decree that when I play upon the harp, psaltery and dulcimer the same number of the Roman soldiers will listen whether I use the one station or the other. What reason can you give me as to why I should use your station and eschew that of your neighbor.

Verily, So What!

4. And the owner who was an exceedingly wise man opened his mouth and spake thus—Peace be with you and all your household—You shall have all that we give any man—no more, no less.

That which maketh the sound and carries your message is the finest which the Medes and Persians can build. Thus the citizens of our land listen with pleasure to themselves and profit to our clients. All that we can do to make our service the best down to the last jot and tittle has been done; we have served our listeners faithfully and well; our announcers are gentlemen for we are not operating a fairifaud.

5. What we shall ask from you is fair and just albeit is exactly that which we ask from all others. If extra service is required, that, too, we can render and well, but we shall ask of you just the amount, and no more, which such service cost us.

6. Then the agency man said in answer, Well done my good and faithful friend for I perceive that thou are an honest man and of exceeding wisdom. Verily I can put my trust in thee.

7. And he went hence and met the second man, for even an agency man betimes investigates all things. And when he came to his abode he asked likewise as he had done of the first man, what service would be rendered unto him.

8. And the second man, puffed up in his own conceit did say, Verily our price is the same as that of the other station but in addition we shall give to you that which is known by the Greeks as merchandising service.

9. Then did the agency man open wide his ears. The second man having pleasure in his own voice spake on. If you will only use our station you shall have in addition billboards, car cards, letters to the Philistines and salesmen to call in distant lands.

10. But said the agency man, I came to buy time not merchandising service.

And He Perceiveth

11. And the foolish one blabbed on. Friend, all these things will I *give* unto you. They cost you not a penny, and more, if you will bow down and sign with me you shall in addition have window displays, theatre trailers and newspaper ads. Moreover you shall also receive agency discounts, time discounts, quantity discounts, summer discounts, salesmen's discounts and a host of other things. All these things do we give you because we like you.

12. The agency man was full of wonder by all that he had heard and departed to his home. And on the morrow, when he was no longer full of wonder, albeit his head did still ache, he took council with himself in this manner. If the foolish man can give me all these things at the one and same price surely that which he asketh for his time alone is too high.

Again, if he *must* give me all these other services that he may sell his time, forsooth, of what value of itself is his time.

And again, if he is willing to do all this for me because he loves me can I be sure he will not do more for my competitor whom he may love the more.

13. Verily what is this then, that I am buying—the radio time that I came here to purchase or a Christmas Tree which looketh pretty when the candles are lighted but on the morrow findeth its way to the ash heap and is forgotten by all men who pass by. For no man of business giveth away anything that is of value and the laborer is still worthy of his hire. Oh foolish man keep thy station for the use of fools for I now perceive why thy competitor is called the wise man. In his courts will I dwell forever.

Here endeth the lesson for the day.

All-Day Series of Programs on KMOX Dedicates New Plant of Dairy Concern

By JIMM DAUGHERTY
President, Jimm Daugherty Inc., St. Louis

ON JUNE 12, the largest locally sponsored radio show in the history of the industry, both from the standpoint of time involved and number of productions, was sponsored by the St. Louis Dairy Co. on KMOX, St. Louis. Productions began with a half-hour show at 7 a.m., and with the closing program at midnight St. Louis listeners had heard 14 original radio productions involving 8½ hours of broadcasting time in which 159 people had participated.

Mr. Daugherty

Every type of listener in the St. Louis area had been entertained and, at the same time, had been reminded that St. Louis Dairy Co. was that day opening its new plant, the most modern and best equipped dairy plant in the world. Since this was the largest locally sponsored radio promotion on record, the question has been asked, "why was this particular plan of exploitation adopted?" To answer this question it is necessary to go back several months to the first stages in the construction of the new St. Louis Dairy plant.

When work upon our client's new plant was begun months ago we realized the necessity for presenting to the people of St. Louis in a dramatic and forceful way the true importance to the St. Louis people of this improvement in facilities. Over a period of months we watched carefully all possible types of new building exploitation in other cities, and as a result, as the building neared completion we had arrived at certain definite conclusions.

Reaching Everybody

Radio was selected as the medium for the initial promotion and after the established types of exploitation had been discussed, Bradford Simpson, our radio director, proposed a schedule of frequency broadcasts to be concentrated into one day, to reach all types of audience from 7 a. m. until midnight, which called for 8½ hours of broadcasting with a broadcast every hour, on the hour, for half an hour. It was his belief that by doing this on KMOX a highly important percentage of the radio homes in the St. Louis area would hear at least one.

Our next major problem was to attempt to obtain a schedule of programs distributed between 7 a. m. and midnight on a dominant station. It was at this point that we presented our plan to the station we had selected. Since this station was carrying an extremely heavy commercial schedule, we found that to clear sufficient time for the plan we were proposing was almost an impossibility. However, James D. Shouse, general manager of KMOX, set about to readjust the station's schedule to accommodate our plan. Receiving the fullest cooperation from other advertisers, he was able to offer us a schedule that would include the 8½ hours of broadcasting in a day.

As an example of the cooperation, Kellogg Co. which for three consecutive years has been sponsoring ball games in St. Louis, agreed to a joint sponsorship of the game scheduled for this particular day. This resulted in a very successful promotion for both accounts involved. This was equally true in the cast of Union Biscuit Co's *Grandstand Reporter*, whose Supreme Butter Cookies provided an equally strong tie-up with another St. Louis Dairy product—ice cream. The schedule finally decided upon included ten half-hour and three quarter-hour broadcasts in addition to the joint sponsorship of the baseball game. With programs scheduled at practically every hour of the day we were necessarily confronted with the problems of variety and timeliness.

Bound to Hear Some

At no time did we expect anyone listener to either listen to or be particularly interested in the entire 8½ hours. We diversified our programs to such an extent, however, that practically every radio listener in the St. Louis area would find some real entertainment.

The 14 productions offered hillbillies for the early riser, a review of the day for the breakfast table, music for midmorning, a specially transcribed program, *Pulse of the City* taking the housewife to the interesting points in St. Louis, a minstrel show for the noon hour, comments from the personalities appearing in the show as they moved about the halls and studios of KMOX, a program for the children in the early afternoon of their holiday, a woman commentator, a ball game, the Celestial Choir, dramatized news of the day, the voice of Jack Fulton, brought to St. Louis especially for this series of broadcasts, and a program of organ music to close the day.

It is our firm belief and the belief of our client that this method of exploitation adopted for the opening of the plant, supported by a newspaper schedule, wagon and driver promotion, more than justified the expenditure. Although it is, we repeat, to the best of our knowledge, the largest one day radio schedule ever sponsored locally in the history of radio anywhere, it was certainly not presented on a "stunt" basis. Naturally, it is not possible to definitely determine results as yet, but if local comment is any indication of the value of this promotion we feel that it was highly successful.

Pacific Advertising Group Assembles

Radio Prominent on Agenda Of Convention at Salt Lake

WITH radio and advertising representatives from all parts of the West Coast as well as many from eastern cities in attendance at the 34th annual convention of the Pacific Advertising Clubs Association being held in Salt Lake City June 13-17, attention was focused on the radio departmental session over which Harrison Holliway, general manager of KFI-KECA, Los Angeles, was to preside as chairman.

Radio departmental meeting is titled "An Extra Curriculum in Radio," carrying out the general theme of the convention "The University of Advertising." Session, one of the most elaborate on radio ever presented in the west, has been divided into four parts, with speakers and open floor discussion, giving all an opportunity to air their views. Divisions are as follows:

Radio Establishes Its Market—Anne Director, radio executive, J. Walter Thompson Co., San Francisco, is the speaker, having for her subject "Coverage vs. Coverage." An effort will be made to further the establishment of a universal formula for the preparation of coverage maps. She also was to summarize type of coverage data being used and make a report of her committee which consists of Henry Jackson, CBS Northern California sales manager, San Francisco; C. W. Myers, owner, KOIN, Portland, and NAB president; Hugh Feltis, commercial manager, KOMO-KJR, Seattle; Wilbur Eickelburg, manager, KFRC, San Francisco, and Sydney Dixon, NBC western division assistant sales manager, Hollywood.

The Speaker List

Selling Radio As a Medium—Lindsey Spight, Pacific Coast Manager, John Blair & Co., San Francisco, station representatives, was to give a visual presentation of spot broadcasting, present case histories and various problems confronting stations in selling radio.

Using Radio for Direct Sales—Ben S. McGlashen, owner of KGFJ, Los Angeles, and president of the Southern California Broadcasters Association was to be speaker.

Future of Radio—Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, was to give his views, with "brass tacks" discussion to follow.

E. P. H. James, NBC New York Sales promotion manager, was to talk on the "Latest Survey Data of NBC."

As an added feature, a consumers survey, titled "The Public Surveys Radio," was to be staged during the session. Men and women from every walk of life were to be picked at random and brought before the department meeting to voice their views.

Following the session Pacific Coast station executives will leave for Chicago to attend the NAB convention scheduled for June 20-23. Approximately 60 southern California executives will be at the Chicago meeting.

On Mr. Holliway's radio department committee are Earl J. Glade, manager, KSL, Salt Lake City; Harry Anderson, NBC western division sales manager, San Francisco; John M. Dolph, CBS Pacific Division assistant manager, Hollywood; H. J. Quilliam, manager, KIRO, Seattle; Walter A. Burke, radio director, McCann-Erickson Inc., Earle H. Smith, Pacific Coast manager, Edward Petry & Co. Inc., and Lindsey Spight, Pacific Coast manager, John Blair & Co., all of San Francisco.

1937 Radio Set Output Estimated at 10 Million

APACE with the upward trend in broadcast advertising, radio set production and distribution is increasing along with home building and its concomitant demand for higher quality cabinets as pieces of furniture, reports *Dun & Bradstreet*. Retail sales of radios during the first four months of 1937, it is reported, ranged from 20 to 40% ahead of 1936 despite strikes and floods. Rural electrification and increasing auto radio sales are also contributing to the rise.

Based on an average production gain of 30% for the first quarter, which is the lightest of the year, total output of radios for 1937 is conservatively estimated at 10,310,000 sets, an increase of about 25% over the new peak established in 1936 at 8,247,755 units. Dun & Bradstreet also reports that broadcast advertising will not be subjected to the usual summer recession this year as time sales booked already are in excess of 1936 reservations. If the current rate of time buying is continued, it is estimated that broadcast advertising volume will rise to $125,000,000 in 1937.

HAL HORTON, producer of KRKD, Los Angeles, has made an appeal to BROADCASTING to locate Art Perkins, free lance writer who is "somewhere in the East".

LADY MANAGER—And the magnificent new transmitter of KVI, covering the Tacoma-Seattle area, being located on Vashon Island, halfway between the two cities. Mrs. Vernice Boulainne (inset), daughter of the late Edward M. Doernbecker, on June 4 was elected president of the operating company, her sister Dorothy Doernbecker named secretary.

Two Daughters Carry On KVI, Tacoma; Dedicate New Studios and Plant

JUNE is dedication month at KVI, Tacoma, which is proudly displaying its new Seattle studios—and it also marks the formal reorganization of the Puget Sound Broadcasting Co. under the presidency and general managership of a woman, Mrs. Vernice Doernbecker Boulainne, daughter of the late Edward M. Doernbecker, who died in April. Mrs. Boulainne, a graduate of the University of Washington and Columbia University, was elected at a board meeting June 4. With her on the board are J. T. S. Lyle, vice-president; Miss Dorothy Doernbecker, her sister, secretary; John C. Kendall, Portland attorney, and Howard Gregory.

Mrs. Boulainne announced that she and her sister will carry on the policies of their father, who was one of the most popular figures in American radio. Mrs. Boulainne has had 10 years of business experience. She was assistant to the president of the Pan-Pacific Union in Honolulu; manager of the New York office of Europe-on-Wheels Inc.; an agency executive with the Birchard Co., Seattle, and Drury Co., San Francisco, and for three years was assistant manager and comptroller of KVI.

KVI, which recently dedicated its new $100,000 5,000-watt Western Electric transmitter at Point Heyer, halfway between Seattle and Tacoma, has its Seattle studios in the Olympic Hotel. The 444-foot Truscon tower at its salt-water site is located on one of the choicest sites in radio.

H & H Tests in West

HUFFMANN-HOLMES Co., Los Angeles, manufacturer and distributor of H & H foot exercisers, which has confined advertising exclusively to physical culture magazines and newspapers, has started a 13-week test campaign on two Southern California stations. Sponsor May 31 started using a weekly five-minute transcription series on KEHE, Los Angeles, but will switch June 21 to a thrice-weekly quarter-hour live talent noon musical and narrative show titled *Something New*. Huffmann-Holmes on June 9 started five-minute participation, three times weekly, in DeWitte Hagar's *Home Time* woman's morning program, on KFWB, Hollywood. If tests are successful, sponsor plans to devote entire advertising budget to radio and will extend campaign to include several western stations. Advertising Arts Agency, Los Angeles, has account.

Advertising Pressure to Offset Slump During Summer Begun by Advertisers

IN ANTICIPATION of a more severe summer slump in a number of staple lines than had been originally expected, national advertisers are planning to draw on their advertising reserves and put extra pressure behind goods to keep them moving, according to opinions expressed by advertising managers and agency executives and reported by William J. Enright, staff business writer, in the *New York Times*. Mr. Enright continues:

"The reasons for the possibility of a greater than seasonal dip this summer are three-fold, it was said; labor troubles, with consequent loss of consumer purchasing power; higher prices which are suspected as causing sales losses in several consumer goods lines, and the expectation that consumers will switch their spending from purchases of commodities to summer recreation and entertainment.

"This latter belief is borne out by the fact that rail travel this weekend [May 29-30] has increased about 25% over a year ago, in contrast with only minor gains in retail purchasing; that automobile and gasoline sales have soared sharply ahead of the rise in retail trade, and that most resorts have planned their advertising appropriations on expectations of a 15 to 25% gain in patronage this year.

"H. B. LeQuatte, president of the agency of that name, said that he expected advertisers to put extra pressure behind their products this summer. Not only will they want to prevent any sales decline, he said, but they are gradually coming to the realization that it is foolish to let advertising decline in the summer below the drop in consumption.

"He pointed out that when copy is suspended during the summer months, the advertiser has to start 'cold' in the fall, whereas if he continues space during the warm months, sales momentum is carried into the fall.

"The executive of an office-equipment company, who did not wish to be quoted by name, said that higher prices might make the summer decline more severe than usual. His company, he said, raised prices on one of their consumer products, and is not doing so well with the advance.

"Large organizations will increase their advertising volume, he added, to push the higher prices over, but in the event that did not succeed he "would not be surprised if prices were reduced and advertising also cut.

"National advertisers this year are in a much better position to increase their advertising expenditures than in previous years because, since the start of 1936, most of them decided to establish reserves to take care of any contingency that might arise. These reserves range anywhere from $5,000 to $100,000 and give flexibility to advertising programs, which hitherto they had lacked. Some portion of these reserves will be called into use for the summer months, it was felt.

"With magazine schedules more or less set, newspapers and spot radio are expected to benefit most by any upward revision of appropriations. Among the chief devices by which companies hope to maintain sales during the summer months are contests. The number of these scheduled for the coming months is considerably above those of last year, with a definite rise in the size and quantity of the prizes to be awarded. In the last week half a dozen such contests have been announced and many more will be released during the summer months. The fact that people will have more leisure for entering these contests is another reason for scheduling them during the vacation season, it was said."

Radio—A Personal Medium for the Bank

By HAROLD D. COTHRELL

Advertising Manager, Fort Wayne National Bank, Fort Wayne, Ind.

History of Local Industries Dramatized on Broadcasts; Program Successful in Promoting Customer Relations

SEVEN years ago I began thinking seriously about radio as a medium for bank advertising. I felt that the various services offered by a bank could be portrayed realistically and interestingly over radio. My thoughts ran so much toward this new medium that I prepared a 13-week continuity, based on the *Betty & Bob* type of story. This idea was accepted by both my president and cashier in May. However, in June of that same year, the bank was taken over by another institution. Although I was retained as advertising manager, the time never seemed quite ripe to broach the subject of radio advertising. That was in 1931 and of course, I needn't go into detail about what happened to our banks and to bankers in '32 and '33.

The Fort Wayne National Bank opened in October of 1933 and we spent the next three years in an attempt to regain the confidence and the deposits of the people of our city. That we have succeeded in no small measure is evidenced by our latest statement of condition.

MR. COTHRELL

Romance of Business

Last September I attended the annual convention of the Financial Advertisers Association in Nashville. While there I met Joe Cornelius of the First National Bank in Spokane, and learned that he had been a consistent user of radio for three years and was just about to enter his fourth year in radio. He told a number of us about his program and I immediately realized that here was a tailor-made program for ourselves. I secured his permission to use the basic idea, both of us knowing that Spokane and Fort Wayne, Ind., being so far apart, would not interfere with each other.

We call our program *Romance of Fort Wayne Business*. We broadcast a 15-minute program once each week on WGL, going on the air at 6:45 p. m. Our program has three principal objectives.

First and of course, most important, we advertise our own bank and the services we offer.

Second, we pay tribute to our customers, those who have representative businesses in our city. The cooperation we have so far received from these industries and business concerns has been marvelous. They, in most cases, immediately realize the advantages accruing to them through their participation in this type of program. We, as the bank and the sponsor of the program, can say many things about our subject company that they themselves wouldn't want to say under their own name for fear of being accused of bragging.

For example, number of employes—annual dollar volume—total units sold or made during a certain period—origin of company—expansion—etc.—these and many other items are not usually a part of a company's advertising or publicity program. Many interesting facts some to light in obtaining the material for our talks. For instance, one of our subject companies manufactures rayon dresses and smocks. In our radio program on this company we mentioned the fact that they use $15,000 worth of thread in a year's time. Several of my friends mentioned this fact to me as one of the outstanding items on this particular broadcast. Others mentioned the item about cutting out 1,200 to 3,600 dresses at one time by the use of an electric knife.

Third, we try, in an interesting manner, to educate the citizens of Fort Wayne in the business and industry of their own city.

Our first program hit the air Jan. 5 of this year. Our subject company for this first broadcast was the General Electric Co., Fort Wayne works. This company employs 7,000 persons and gave us a potential first night audience in the neighborhood of 25,000. G. E. cooperated beautifully with us in the matter of publicity. They carried a first page spread in their *Work News* and placed 200 placards in various parts of their buildings. Try and get this kind of advertising on any other occasion.

I called on the superintendent of our public schools the latter part of December and explained our program in detail to him. The conversation resulted in bulletins being read by the teachers in 600 school rooms the day before the broadcasts were to start. Again, I say, try and get your name in the public schools of your city for advertising purposes. Three weeks ago I had occasion to ask the librarian of our public library to look up some technical matters for me and while waiting for an assistant of his, I told him of our program. Now a copy of each of our scripts goes to the Public Library, to be permanently bound and placed in the Fort Wayne and Indiana room in the library.

The subject company for our third broadcast, which was a bakery, use 400 placards, distributing them over the country to all groceries and delicatessens using their products. A meat packing concern distributed 200 the same way. Whenever a subject company has a logical use for these placards, we furnish them with as many as they can reasonably place. This is, of course, free to them.

Now as to the construction of our continuity. I write all of them, using the material furnished by the subject company. This is supplemented by numerous questions, as I find a woeful lack of understanding among these subject companies of just what constitutes an interesting story about the history, growth and other facts regarding the various businesses. This part of the program takes about six to seven minutes. Fort Wayne has an historical background of considerable importance and where feasible, I try to link up this history with the concern under review, particularly the old established ones.

Handling Commercials

The commercials are the most important part of the program, from the advertising standpoint. The first commercial is usually one minute long and the closing commercial not to exceed a half-minute. We always say just a little something about next week's program, something to excite our listeners' curiosity. In our commercials, we try to get quite personal. After all, you are talking to this man, this woman, or this family right in their own home, where they themselves discuss their own problems. In our commercials we have featured personal loans, F. H. A. loans, and mortgage loans by our own bank. We find, at this time, these subjects have the most appeal. We know that our program is being heard by customers in our personal loan department and in our mortgage loan department.

The man whose desk is next to mine, is in the commercial loan department. On Saturdays, when the man who has charge of personal loans has an overflow of customers, this man next to me interviews prospective borrowers. After closing time one Saturday a few weeks ago, he asked me if any of our newspaper ads ran recently on time payment loans told about consolidating debts, paying off all creditors, and having just one place to make payments. I told him that the only place this was mentioned was on our radio program the previous Tuesday. Two men interviewed at different times on this Saturday told the loan officer that this was the reason they wanted to make a loan. The officer in direct charge of time payment loans estimates that our applications for this type of loan increased 50% two weeks after we started advertising time payment loans on our radio program.

Wednesday mornings after our program, we have had people call on the telephone and ask for more information regarding the loan we talked about on the radio program the night before.

A program of this type, besides getting actual results, is an excellent public relations endeavor. It means making a personal call and sometimes two or three, on the officers of the subject company and in conversation with them, many times you secure valuable information for your own credit department. Leads on new business frequently come up in these conversations. Our customers really appreciate what we are doing for them and after they give us the story of their business, ask us how they can further cooperate. We ask them to use our placards and to otherwise tell their own employes and friends about the program.

The talking on any radio program must be interesting. This is the principal thought to keep in mind. The voice of the person giving these talks must be pleasing to the ear of the listener. Early in December of last year, we auditioned two of our prospective programs for our directors. Before we could do this, we had to have a special audition for the station manager. I gave the talk on the subject company. The station manager came back to the studio and asked who had given this talk. Upon learning that an officer of the bank had talked, he said to the announcer, "Put him on." I asked

(*Continued on page 39*)

***TIME** was when banks and department stores were barren territory for radio time salesmen. Times have changed, and so have banks and department stores, with the result that these two enterprises are becoming liberal time users. Banks now are using programs ranging all the way from the big group program on CBS to individual efforts in small communities. In Fort Wayne, a highly industrial center, the Fort Wayne National Bank has been on the air several months. Here is a resume of the bank's experiences with the broadcast medium.*

Senate Group Sets Copyright Hearing

Three Measures to Be Heard By Committee June 22

HEARINGS on three copyright measures pending in the Senate, two of them favored by the broadcasting industry, may be held later this month before the Senate Patents Committee.

The Committee has scheduled hearings on a patents measure to begin June 22 and expected to last two days. Immediately following these hearings the Committee plans to invite testimony on the three copyright measures, according to the Committee Clerk. No definite date has been set.

The measures pending before the Committee are the Duffy Bill (S-7) held over from last session, the Sheppard Bill (S.-2031) which is identical with a measure suggested by Ed Craney, manager of KGIR, Butte, and the Guffey Bill (S.-2240), proposing recognition of the rights of performing artists in restricting broadcasting of their works. The two former measures are favored by broadcasters and other copyright users while the Guffey measure will be opposed.

Meanwhile, confirmation of the appointment of Alfred Schweppe, Montana attorney, to represent broadcasting interests in the litigation pending in Montana over enactment of an anti-ASCAP state copyright law was expected prior to the NAB Convention in Chicago this month. The Executive Committee of the NAB, comprising President C. W. Myers, Treasurer Harold V. Hough, and Managing Director James W. Baldwin, is authorized to make the appointment.

The latest state to enact an anti-ASCAP bill placing all copyright groups under state jurisdiction is Tennessee, according to advice received from that state. The measure is similar in a general way with that adopted in Montana and Washington. Michigan also is considering a bill similar to that of Montana. In Wisconsin a bill licensing members of ASCAP and other music groups and taxing them 25% of the gross income they receive for the public rendition of copyrighted music in the state has passed and is before Gov. La Follette.

Status of copyright legislation in other states, which impose varying degress of penalties upon copyright groups and are viewed as direct anti-ASCAP efforts is: Florida, passed by legislature and pending before Governor; Illinois, still pending in legislature; Indiana, died in Senate with adjournment; Iowa, died with adjournment; Ohio, died in Senate; Minnesota, died in House but legislature in special session; Texas, pending.

Pepperell Talks Net

PEPPERELL MFG. Co., Boston (sheets), which last spring conducted a test radio campaign on WSB, Atlanta, and WRDW, Augusta, sponsoring a weekly philosophical talk that constituted the company's first radio venture since its participation in NBC's *National Home Hour* some seven years ago, is now considering a network program for fall. BBDO, New York, agency for Pepperell, says that nothing definite has been decided and that the plans are still very much in the conversational stage.

Venezuela Plans Spots

THE GOVERNMENT of Venezuela has appointed Cowan & Van Leer Inc., New York, to handle its tourist and development advertising. Harry Davies and Walter Fleischmann have joined the agency to handle the account which will include a spot radio campaign, to be started in the early fall.

Acquisition of KFDM Sought by Snider Group

DETAILS of the purchase deal whereby a group headed by C. W. Snider seeks to take over KFDM, Beaumont (Tex.) regional station on 560 kc., were disclosed June 10 with the filing of an application for transfer of ownership to the newly-formed Beaumont Broadcasting Corp. The station is to be bought, subject to FCC approval, for $90,000 from the Magnolia Petroleum Co., plus payment of $25,000 for contracts and good will to J. M. Gilliam, whose Sabine Broadcasting Corp. has been operating it under lease from the Magnolia company. The deal also includes a 10-year lease on land and building.

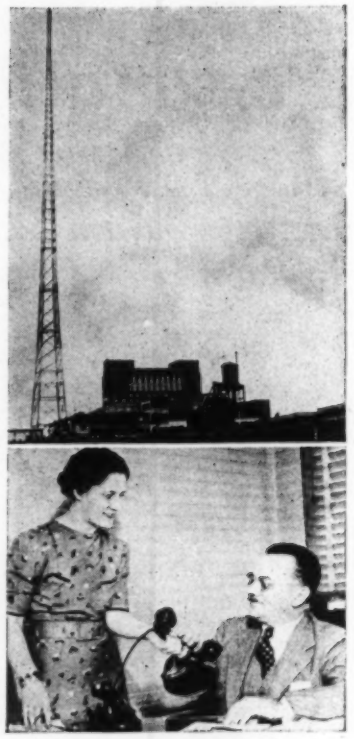
Mr. Snider is former owner of KGKO, Wichita Falls, which shortly will be moved into Fort Worth, the move having been authorized by the FCC following its sale to Amon Carter, Fort Worth publisher and owner of WBAP. Associated with Mr. Snider as stockholders in the Beaumont Broadcasting Corp. are L. H. Cullum, of Wichita Falls; Darrell A. Kahn, manager of KGKO, who is Mr. Snider's son-in-law; Judge Beeman Strong, Beaumont attorney; P. B. Doty, Beaumont bank president; Will E. Orgain, Beaumont attorney; T. F. Rothwell, Beaumont financier, and A. E. Cullum Jr., consulting engineer of Dallas.

Local Combine Favored In Wichita Falls Report

COMBINED local groups in Wichita Falls, Tex., organized as the West Texas Broadcasting Co., were favored over four other applicants in a report June 7 by Examiner Bramhall, recommending that the company, incorporated for $75,000, be authorized to erect a new 1,000-watt station on 1380 kc. This station would replace KGKO, which will be moved this summer to Fort Worth under the ownership of Amon Carter, publisher of the *Fort Worth Star-Telegram*.

The West Texas company includes the publishers of the *Wichita Times and Record News* as 40% stockholders, the former owners of KGKO as 40% stockholders and a chamber of commerce group of 20% stockholders. The KGKO group is headed by C. A. Snider. Other applications for Wichita Falls facilities, which Examiner Bramhall recommended for denial, were Wichita Broadcasting Co., seeking 250 watts night and 1,000 day on 620 kc.; Faith Broadcasting Co., seeking 1,000 night and 5,000 day on 1380 kc.; C. C. Baxter, operator of KFPL, Dublin, seeking to assign its license to WFTX Inc., which proposed to erect a local in Wichita Falls on 1500 kc.

THE *Bermuda Clipper*, which recently inaugurated de luxe airliner service between New York and Bermuda, is using WEAF as a navigating beam, according to officials of the Pan American Airways System.



WISN CELEBRATES—New transmitter and radiator atop the Electric Company building in the heart of Milwaukee was dedicated June 1. Manager Gaston W. Grignon takes the phone from his secretary, Evelyn Williams, to receive a congratulatory message.

P & G Renews for Year 73 NBC Quarter-Hours

PROCTER & GAMBLE Co., Cincinnati, sponsor of more network programs than any other company, has signed one-year renewal contracts with NBC for 73 quarter-hour programs a week. All programs except *Jimmy Fidler in Hollywood Gossip*, which was renewed in March for 52 weeks, begin their new contract periods the week of June 28. Nine programs, sponsored in the interests of seven products and placed through four advertising agencies, are included in the renewals, while several other P&G features have been discontinued. Six of the serials are broadcast Monday through Friday on both NBC networks and two others are broadcast five days a week on one network each. The renewals include *Oxydol's Own Ma Perkins, Vic & Sade, Personal Column of the Air, The O'Neills, Gospel Singer, Story of Mary Marlin, Pepper Young's Family,* and *Guiding Light* in the daytime, plus a Tuesday evening broadcast of *Vic & Sade* and Tuesday and Friday evening broadcasts of *Jimmy Fidler in Hollywood Gossip.*

On June 28 the *Story of Mary Marlin* moves its Blue network broadcasts from 5:15-5:30 p.m. to the 10-10:15 a.m. spot now occupied by Capt. Tim Healy's stamp programs, which will be dropped. Other P&G cancellations include *Barry Wood*, a Thursday night Blue network program; *Woman's Magazine of the Air*, on Pacific Red five days a week, and the Wednesday and Friday evening broadcasts of *Vic & Sade* on NBC-Red.

New Transmitter, Tower Are Placed in Operation In Milwaukee by WISN

WISN, Milwaukee, owned by Hearst Radio Inc., on June 1 dedicated a new 1000-watt 1938 RCA, high-fidelity transmitter, the first of this type to be installed by any station. A new 254-foot vertical radiator, in the heart of Milwaukee, a new transmitter house and a new Western Electric booster were placed in service at the same time.

The dedication not only consisted of a special CBS broadcast, but from the WISN studios in Milwaukee originated what listeners considered one of the most elaborate broadcasts in Milwaukee's history, in charge of Neil Searles, program manager and Elmer Krebs, musical director.

The WISN program in Milwaukee included a review of many of the important acts that have been responsible for its big success and recognition. Hundreds of telegrams were received from coast to coast congratulating WISN on its progress in radio.

The installation of equipment was under the direction of Don Weller, chief engineer. From a staff of three people in 1922, WISN now has a minimum staff of 52. Its original manager Gaston W. Grignon, former Milwaukee newspaperman, who has been in the Hearst employ since 1920, is the present manager. Ralph Weil, sales manager, also former newspaper man, has been in charge of sales for seven years.

WISN boasts that the majority of its present staff have been with the organization from four to eleven years and consider themselves pioneers in the field of radio. A special dedication section of the *Wisconsin News*, with which WISN is affiliated carried two special articles, one by E. J. Gough, general manager of Hearst Radio Inc., and the other by Mr. Grignon.

Oshkosh Books for Fall

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh Overalls), plans to continue the same program and station set-up next October that was in effect before the firm went off the air for the summer. Thirty-nine week contract orders have been placed with WLS, WNAX, WHO, KFAB and WLW. All the shows are quarter-hour live programs five times weekly with the exception of WLW's which is a half-hour Sunday program. Ruthrauff & Ryan Inc., Chicago, is the agency.

Dr. Strasska Discs

DR. STRASSKA LABORATORIES Inc., Los Angeles (toothpaste), has started a 13-week summer campaign using a weekly quarter-hour musical transcription series, *Charlie Hamp and His Shadow*, on five Pacific Coast stations, KHQ, KOL, KOIN, KOMO, and KSFO. Technical work was done by Radio Recorders Inc., Los Angeles. Program is heard with live talent, on KNX, Hollywood. Glasser Adv. Agency, Los Angeles, has account.

ARTISTS of NBC's *Cheerio* program, aften ten years of continuous broadcasting, will vacation for three months and return to the NBC-Red network Sept. 27 to resume their early morning programs.

Railroads Find Radio Provides The Most Sales-Per-Inquiry

Both Travel Sales and Institutional Benefits Are Gained by Broadcasts, Caples Co. Discovers

By H. G. BULLOCK
Vice-President, Caples Co., Chicago

RADIO, as a means of selling rail travel to the vacationist and the regular passenger, has proven a successful medium for us in two outstanding instances.

The Illinois Central Railroad with vacation trips to Hot Springs, Arkansas, the Mississippi Gulf Coast, Florida and Carribbean Cruises, used radio successfully for two years.

The Chicago & North Western Railway is having signal success in selling travel to the North Woods, the Black Hills of South Dakota, California and the various mountain and park playgrounds of the West.

Highest Sales Per Inquiry

An analysis of results shows a many times higher percentage of sales per inquiry from radio than from any other medium. The entire radio attack has been based on two things: Service to the listener and the personality of the air salesman. *The Suburban Hour*, from 7-8 a. m. has been broadcast continuously for 100 weeks; first, under the sponsorship of Illinois Central—now the North Western. This is the regular musical clock type of program with the time given accurately every three minutes, the temperature and weather forecast at frequent intervals.

The music on this program has consistently been of a high calibre, symphonic selections, numbers of a semi-classical nature and music generally of the smooth rather than jazzy type has brought us a high class of audience—the type of persons who have the leisure time and are financially able to take the travel we suggest. The music is recorded, NBC Thesaurus transcriptions being principally used. The main feature however, is the personality of the announcer, Norman Ross, who acts as a master of ceremonies and delivers the entire program largely in an ad-lib fashion.

The fan mail response which has been unusually great for this type of program indicates that the listeners greatly appreciate the service features, and enjoy the entertaining music and informal method of presentation featured by Mr. Ross.

Supplementing the morning program, Illinois Central for two seasons has conducted a Sunday network show featuring a fine band, excellent singers and with Mr. Ross as a travel commentator. Results have been highly gratifying and there is every indication that both types of programs will continue to give lasting results for the railroads.

Building Friendship

In addition to immediate sales of travel trips we find that from the institutional standpoint, lasting, loyal friends have been made for travel by rail and travel on the roads sponsoring the programs.

It is this agency's experience that money spent in radio has been money profitably spent.

At the present time, a program is being built for the 14 railroads heading in to Chicago, stressing the advantages of a trip to Chicago for the summer. We feel that with the activity centered about Chicago's Charter Jubilee celebration, travel to Chicago will be heavier than at any time with the exception of the Century of Progress years.

The points that will be stressed in the campaign, are the safety, the comfort and the convenience of travel by rail, as compared to all other forms of travel. We find that radio for the expense involved and with its personal and dramatic appeal, can do this better than any other medium.

John Morrell Spots

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on June 14 started 100-word announcements daily except Sunday on WGN and WTMJ. Red Heart is participating in the *Musical Mail Box program* on WGN and the *Revolving Stage* show over WTMJ. Henri, Hurst & McDonald Inc., Chicago, is the agency.

MR. BULLOCK

Mason - Dixon Transfer

AUTHORITY to transfer control of the six stations in Delaware and Pennsylvania owned by the Mason Dixon Radio Group Inc., to J. Hale Steinman and John F. Steinman was sought in applications filed June 4 with the FCC Broadcast Division. The purpose of the transfer presumably is that of eliminating holding company ownership of the stations, since the Steinmans are the principal owners of the Mason Dixon Radio Group. The stations involved are WDEL and WILM, Wilmington, and WAZL, Hazleton, WEST, Easton, WGAL, Lancaster, and WORK, York, Pa.

Increased Radio Activity in Schools Seen in Demand for Federal Scripts

USE of radio in schools when the next fall semester opens will reach an all-time high in the annals of American education, according to the report issued June 12 by Commissioner of Education, John W. Studebaker. The commissioner based his report upon the hundreds of requests for educational radio scripts received weekly from schools and colleges all over the United States by the Educational Radio Script Exchange of the Federal Educational Radio Project which is supported by WPA.

"While many of the schools and colleges are planning to use our scripts for mock broadcasts over public address systems and for other intra-school purposes," Dr. Studebaker said, "many others tell us that they plan to produce them over local radio stations when the new school year begins. A number of schools plan to continue their broadcasting activities through the summer months."

The Script Exchange has been responsible for nearly 1,000 local educational broadcasts since the first of the year. Letters requesting scripts from schools, colleges, universities, CCC camps and civic organizations indicate that that number will be doubled, or even tripled, during the fall school term.

40,000 Scripts Distributed

The Script Exchange is America's only free educational radio script agency, said Mr. Studebaker. Organized last October under the Educational Radio Project which is supervised by the Office of Education, the Exchange has stimulated the use of radio for educational purposes, as shown by the wide distribution of its scripts. It has distributed more than 40,000 copies of 100 tested educational scripts in the United States alone and has aided in their production by sending out Radio Manuals containing suggestions for production and Radio Glossaries defining the many technical words and phrases used in the studio and control room. More than 10,000 each of the Glossaries and Manuals have been sent to organizations who are producing or plan to produce Exchange scripts.

The primary purpose of the Exchange is to supply good broadcasting material to American Schools, colleges and universities, CCC camps, local radio stations and civic organizations interested in radio education, but so far as its fame spread that requests have been received from broadcasters all over the world. Sample copies of script have been sent to every continent. Scripts have even been produced in several foreign languages outside of the United States and the Exchange plans soon to offer them for production by American foreign language groups.

Numerous different types of units have produced Exchange scripts over local radio stations. These groups include the dramatic classes of schools, colleges and universities, PTA, CCC and Theater Guild units, groups from various civic organizations and the production units of local stations.

When the Exchange was organized under supervision of Commissioner Studebaker and Director William D. Boutwell of the Radio Project it offered only one series—six scripts called *Interviews With The Past*. Since then many other scripts, covering a wide variety of subjects, have been added. Scripts now available include series on history, geography, civics, economics, science, literature and art.

Some of the new scripts were first produced over nation-wide networks by the Educational Radio Project. Others were presented over local stations by various organizations throughout the country, among which were the Pittsbugh High Schools, the University of Florida, the University of Kentucky and the CBS *American School of the Air*.

Many other scripts will be added to the Exchange in the near future. Notable among these is a series dramatizing the services and costs of departments of municipal government. Written by Janet van Loon, staff script writer for the Radio Project, the scripts will dramatize each department separately, explaining each service rendered and what each costs the taxpayer. There are 13 scripts in the series and each is written so it can easily be adapted to any city.

The Exchange has about 1,600 other scripts on file which it has gathered from broadcasting units all over the country. Included among the contributors are the Association of Adult Education of Los Angeles, the University of Michigan, the Ohio School of the Air, the University of Illinois, the National Education Association, the Newark Teachers Association, San Diego Public School System and the University of Washington. Script Exchange editors are selecting the best scripts from the supply so they can be simplified and grouped into series before being offered to the public. As new scripts are received almost daily the supply virtually is unlimited.

Wisconsin U Is Granted Fund to Radio Research

GENERAL EDUCATION Board, a Rockefeller foundation, has appropriated $41,725 to the University of Wisconsin for the study of school broadcasting, Prof. H. L. Ewbank, chairman of the university radio committee, has announced.

The money will be used for research to determine through demonstration and evaluation, the place of radio in the classrooms and to devise methods for its most effective use. The study will cover the period from June 1, 1937 to Aug. 31, 1939. In direct supervision are Prof. Ewbank, H. B. McCarthy, program director of WHA, the university station, and Prof. C. J. Anderson, dean of the school of education. Dr. E. B. Fred, dean of the university graduate school, is general supervisor of the research.

Four full time research workers will be employed for two years in addition to secretarial and clerical help. Provision has been made for four $500 research fellowships for each of the two years. Funds are included for publication of a report at the end of the study period.

Advertising Bills Delayed in House

Food-Drug Measure Tangled With Trade Legislation

A FOOD and drug bill, and legislation to augment the powers of the Federal Trade Commission, have become entangled during the last fortnight in a House Interstate Commerce Committee dispute over the best means to stop fraudulent advertising.

Unrelated in other features, the measures both involve the question of advertising control. First in the picture is the Copeland Food & Drug Bill (S.-5) approved by the Senate, but stopped in the House committee. Representatives Chapman (D.-Ky.) and Reece (R.-Tenn.) introduced bills to strengthen Federal supervision over foods and drugs, and Chairman Lea (D.-Cal.) of the House Interstate & Foreign Commerce Committee, was the author of the Federal Trade Commission Bill (HR-3143).

The Copeland bill would place supervision over advertising, including newspapers, radio and magazine advertising, in the Department of Agriculture. This plan was vetoed by Rep. Lea, who suggested that the advertising feature be stricken from the Food & Drug Bill and added to the Federal Trade Act Amendment.

Amendment Sought

At present, a group in the House is preparing an amendment to the Food & Drug Act which would inaugurate Federal criminal action against fraudulent advertisers. This direct penalty proposal, however, has met strong opposition in the House committee, where a subcommittee agreed to accept Rep. Lea's sugestion for Federal Trade Commission supervision.

Thereunder, the FTC would be empowered to issue cease and desist orders against the advertisers found overstepping the bounds of proper advertising. They would be empowered, further, to issue injunctions.

Advocates of the criminal penalty, prominent among them Representative Kenney (D.-N. J.) contended such orders and injunctions were insufficient safeguards against fraudulent advertising. They held the damage was done before the advertising could be stopped.

A compromise was in the offing which would authorize the Department of Justice to initiate either civil or criminal proceedings against advertisers found by the FTC to have falsely advertised their wares.

Neither the Food & Drug Bill, nor the Federal Trade Act amendment can be brought to the floor of the House until differences over the advertising features have been settled.

Silver Firm's Plans

INTERNATIONAL SILVER Co., Meriden, Conn., will start a dramatic series featuring Hollywood celebrities on a nationwide CBS network early in October. Claudette Colbert has been signed for the first four programs of the series, which will be broadcast on Sunday afternoons from 5 to 5:30 p. m. (EST). Series will be produced in Hollywood by Young & Rubicam Inc., agency for the sponsor.

AT THE TOUCH OF A DIAL

Robert Jackson Points to Advantages of Radio And Its Effect on National Life

A tribute to broadcasting formed the theme of an address by Robert Jackson, Assistant Attorney General of the U. S., and one of the New Deal's leading figures at the recent dedication of the new transmitter and studio facilities of WJTN, Jamestown, N. Y., Mr. Jackson's hometown. The portion of Mr. Jackson's address dealing with the power of radio and its effect on the individual and the nation follows:

WHAT a world it is that is thus brought into our living room at a touch of the dial! What a hurried procession of events! Coronations! Some voices of the air threaten war, as others promise peace, and the whole range of tragedy and comedy drifts in over the waves in a single evening, in a blend of great wisdom, and of amplified nonsense.

We get the news by radio—new become surprisingly effective in gathering it, and concise in telling it. We sometimes wonder if the news features are not elevating gossip to a national profession, and whether there is not too much keyhole efficiency in some of our commentators.

We get the newest hit in short-lived jazz, along with the finest old songs that ever warmed the hearts of men and women. We hear educational discourses and we are approaching a national speech in which local accents, and dialects, are disappearing, as sections broadcast to each other.

Religion and Politics

One may, without leaving his arm chair, follow his favorite sports with almost as much excitement as he would if he were in the bleachers.

Religion has found a new ally in the air wave, and the newest instruments of persuasion carry the oldest and finest messages of Christianity.

Perhaps the field of politics and government is more altered by the advent of the radio than any other line of activity. It has opened between public officials and the citizens a direct line of communication. No headlines intervene between the speaker and the reader to divert the meaning of the message. A radio does not misquote, nor distort meaning by selecting parts to carry. The radio lets a man stand forth and *make* himself or *ruin* himself. It will aid him in either process. There is a mysterious way in which lack of sincerity, lack of balance in one's viewpoint, and lack of knowledge of one's subject steals over the radio waves, even when one is reading a well rehearsed speech, written by someone else. The radio reveals the personality of the unseen speaker, and there are those who have gained by being revealed, and there are others who have lost by it.

The radio has demanded a different manner of address on the part of the public man. The old-fashioned speaker—long on stories and short on facts, strong on mimicry and second-hand humor, but weak on information—has failed to catch the radio audience. An audience that goes to a hall to hear a political speaker is entrapped, and must submit to hearing him through. The radio audience is not entrapped. It must be held by a continuously pleasing presentation of a worth-while subject or it will shift the dial to a better program.

The radio listener sits in his comfortable home, and makes a cold and unimpassioned appraisal of the political appeal that comes over the air. Exaggerated pictures of dangers to society, and menaces to our form of government painted by neurotic statesmen have a curious lack of effect in these surroundings. Passionate appeals become slightly ridiculous, and inflamatory remarks lose their power, when weighed in the calm of the fireside.

And the radio has made it difficult for a candidate who has only one speech. The man with one idea has a short radio life. It has also made it very difficult for a public speaker to make provincial speeches, designed to please the audience of a locality only, or of a particular group.

There can be little doubt that radio speaking has enforced upon public speakers the necessity for better information, for a more temperate style, for more careful composition of their addresses, and for a broader viewpoint, and a sounder philosophy.

What radio may yet do for the world teases the imagination. We know that television is not very far away, and, if I am to judge from the radio artists that are present tonight, it will add much to the appeal of the radio when they may be seen, as well as heard. One does not need to indulge in flights of fancy to see that the coming years will witness great changes that we cannot now even guess at.

Damage Suit Settled

DAMAGE suit of $25,000 filed in Los Angeles Superior Court by Wilford Smith and Travis Moore, writers, against Don Lee Broadcasting System, Sylmar Packing Corp., and others in that city, charging unauthorized use of the radio serial drama *Cassandra*, has been settled out of court, it is reported. Writers are said to have received a cash settlement, full credit as authors on the show's announcements and also full stage and screen rights to the material. Serial, sponsored by Sylmar Packing Corp., which was heard on the Don Lee network, switched May 25 to the CBS Pacific Coast network.

John Brown Schools

JOHN BROWN Schools Organization, whose John Brown University operates KUOA, Siloam Springs, Ark., is sponsoring a Sunday morning hour starting at 8 a.m. (EST) over KUOA and the Oklahoma Network, featuring faculty and students of the university and John E. Brown, college president, in inspirational talks. Feature is titled *Cathedral of the Ozarks*, and boosts the Ozarks region as well as the school. John Brown also buys time on KMPC, Beverly Hills, Cal. and the Don Lee network.

Rural Listening Habits Are Studied in Analysis By Advertisers' Bureau

SEVERAL reports per year on rural program popularity will be issued by the Cooperative Analysis of Broadcasting (Crossley Reports), promoted by the Association of National Advertisers.

The first survey issued early in June was based on interviews with 9,815 farmers and 10,785 small town set owners—a total of 20,600. The work was carried on in 355 communities and towns in the basic area having an average population of less than 760. It shows that rural set owners listen to sponsored net programs almost in the same proportion as do city set owners. The average popularity of daytime programs was higher in rural areas than in large cities, while the average popularity of evening programs was lower in rural areas as compared with city owners.

The ten most popular evening programs among rural listeners were: Jack Benny, Major Bowes Amateur Hour, Lowell Thomas, Lum & Abner, Lux Radio Theatre, Eddie Cantor, Fibber McGee & Molly, Amos 'n' Andy, Phil Baker, National Barn Dance. The most popular evening programs among city set owners were: Jack Benny, Lux Radio Theatre, Eddie Cantor, Major Bowes Amateur Hour, Royal Gelatin Hour, Town Hall Tonight, Phil Baker, Hollywood Hotel, Kraft Music Hall, Al Jolson.

Rural listeners favor news and human interest stories while the smart sophisticated programs do not fare as well, it was shown. A detailed examination of individual programs indicates many exceptions to general conclusion as to type, however. The CAB is operated under the supervision of a governing committee consisting of Dr. D. P. Smelser, Procter & Gamble Co., chairman; George H. Gallup, Young & Rubicam Inc., treasurer; C. H. Lang, General Electric Co.; George W. Vos, Texas Co.; L. D. H. Weld, McCann-Erickson Inc., and A. W. Lehman, ANA, manager.

General Mills Survey Depicts Results Learned In Baseball Broadcasts

COVERAGE maps charted entirely from baseball fan mail were compiled recently by Knox Reeves Advertising Inc., Minneapolis, agency for General Mills Inc. The check was made on cumulative mail returns from more than 30 stations which broadcast baseball last year and, broken down by counties, represents fan mail to stations and sponsor as well as the mail received last summer during the Wheaties baseball announcers' contest.

No inducement for fan letters was offered and the analysis represents appreciation letters and votes in the announcers' contest. In their final form these maps are invaluable to a sponsor who wishes to present sports broadcasts in any given area. The present series of baseball coverage maps will be added to and checked by a similar system this summer and additions are being made to bring the total to 80 stations so that a complete nationwide picture of the baseball situation may be given.

Uncle Sam On the Air With Market News

Large Number of Stations Broadcast Official Farm Price Quotations

By ROY E. HENDRICKSON

Information Director, U. S. Bureau of Agricultural Economics

MARKET news information is now regularly broadcast by 184 radio stations scattered throughout the United States. Each day hundreds of thousands of farmers tune their radio sets to obtain the latest market reports of prices, supplies, and other agricultural economic information basic to the development of their marketing and production programs.

This is the 16th year of radio broadcasting of market news information. The first market report to be transmitted was prepared in December, 1920, by the Bureau of Markets of the U. S. Department of Agriculture. This bureau soon after was consolidated with other agencies to form the Bureau of Agricultural Economics, which now is responsible for the development and dissemination of market news information relating to farm commodities.

That first message was sent by wireless telegraph from the Bureau of Standards, Washington. It was issued Dec. 15, 1920, without previous announcement. An amateur in nearby Virginia received the report and posted it in the local post office for the information of farmers and others interested in the course of farm prices.

As the service increased in size and was provided regularly, it met the widespread approval of farmers, county agents, the agricultural press, and others deeply concerned with the necessity for prompt dissemination of accurate market information. The market news gathering activities of the Bureau of Agricultural Economics were adjusted to provide cooperation with the radio stations which desired to provide market information for their listeners.

Do They Use It?

The Bureau has periodically sent out questionnaires in an effort to learn the exact number of stations broadcasting market news. The growth of market news broadcasting is illustrated by the reports sent to the Bureau. In 1921, radiophone broadcasting of market news information was instituted for the first time with three radio stations making daily broadcasts. In 1922, there were 65 stations. In 1923, the number had grown to 85; in 1924, to 92; in 1929, to 110 stations.

The questionnaires have not been uniform so that the results are not entirely comparable. In 1932, for example, 222 stations reported that they were broadcasting agricultural information. The questionnaire that year did not refer strictly to market news broadcasting. The current survey has been confined definitely to market news broadcasting and shows that 183 stations had regularly scheduled market news programs. The Radio Service of the Department reports that more than 200 additional stations are broadcasting official information for farmers and homemakers.

Radio on the Farm

The Bureau maintains a network of branch offices in the principal marketing centers for agricultural products. Trained workers gather information at the market places and issue daily reports on prices, supplies, commercial movement, and distribution of livestock and livestock products, fruits and vegetables, dairy and poultry products, cotton, grain, hay, feed, seed, tobacco, and other products. These reports are made available for public distribution as promptly as possible. The public interest is served by this service for it provides producers, consumers, the trade, and research workers with reliable, impartial reports. The branch offices are joined by a network of leased wires which make it possible to provide nation-wide information with regard to all of the principal markets.

Distribution of this information to the public is primarily dependent upon newspapers and the radio. The intense reader interest in market news has long been recognized by newspapers. Those in charge of radio station programs also regard market news as having a high degree of interest and also regard their transmission as a public service to their listeners.

It has been established that large numbers of farmers depend either upon the radio or the newspapers or both to supply them with market news, essential to the planning of their marketing and production programs. It has been established further that the number depending upon radio exclusively has increased in recent years, particularly in those areas far removed from large cities where daily newspapers are delivered 12 to 36 hours later than time of publication.

Market news broadcasting is handled in several ways by radio stations. In some cases, broadcasting facilities have been established adjacent to the markets and certain periods made available for market news. A representative of the Bureau of Agricultural Economics takes the microphone and makes a report usually lasting 5 to 10 minutes. In other cases, where the distance from the Bureau branch office to a station studio is not great, the Bureau's representative visits the studio and makes his report there. In other instances, a report from the branch office is sent by messenger to the radio station, where a member of the station staff broadcasts it. In still other instances, where there is no branch office of the Bureau of Agricultural Economics the station subscribes to one of the Commercial News Department services maintained by the telegraphic companies. A member of the station staff broadcasts the information immediately after the telegraphic dispatch is received. Some stations have arranged for the broadcasting to be done by county extension agents.

MR. HENDRICKSON

An outstanding example of cooperation in the broadcasting of market news information is found in the case of the New England Radio News Service, with headquarters at Boston. This service was begun in 1928. The Bureau has entered into a cooperative agreement with the Departments of Agriculture of the six New England States; the Extension Service of Massachusetts, and farm organizations in the area.

A small staff is maintained at Boston. WBZ and WBZA, operated by NBC, cooperate by making available an early morning and a noon period for broadcasting market news as well as other significant, interesting agricultural information. Beneficiaries are not only New England farmers but also those engaged in the agricultural trade. An effort to supply information desired by urban consumers is also made, with the result that the programs are accredited with wide listener appeal.

Some Market Axioms

At South St. Paul, Minn., WCCO maintains a small studio only a short distance from the Bureau's branch office. For many years the program schedule of the station has provided a fixed daily period when the Bureau's representative broadcasts livestock receipts, prices, and a brief review of the day's markets. These broadcasts have considerable listener appeal, and a large number of farmers depend upon these broadcasts as their primary source of market news.

The experience of station program managers and staff members of the Bureau, who check periodically the extent and forms of distribution of market news information, appears to command several principles in market news broadcasting:

(1) Periods during which market news information is broadcast should be definitely fixed and changes in the scheduled time made only after adequate notice to listeners who depend on the reports.

(2) The same voice should broadcast each report, so that voice as well as time may become part of the tradition of the program, giving it the place of an institution.

(3) The time of broadcast should be adjusted to make possible a report on the day's market rather than on only one segment of the day's marketing (unless time is available for several broadcasts during the marketing day). The broadcast should be at a time when farmers are most likely to be near their radios.

BACK in the days when they sang that "Reuben, Reuben, I've been thinkin' " thing, Mr. Farmer hitched up Dobbin and clattered to the county seat for the latest quotations on onions and hay. By the time he got home the prices had changed but he didn't know about it until the "Five Corners Gazette" arrived the next week. Along came radio early in the last decade, and market news was put on the air in an experimental way. The tests indicated that there was a demand for market news dispatched with the speed and spread that radio provides.

Concern 80 Years In Business Gets Dealers by Radio

Hooker Glass & Paint Mfg. Co. Tests Air and Likes It

By D. PROCTOR
Account Executive, Albert Kircher Co., Chicago.

HOOKER GLASS & PAINT Mfg. Co., Chicago, has been in business for over 80 years, enjoying a steady, healthy growth and genuine prosperity, based upon quality merchandise and square dealing. Advertising on a most meagre scale has occasionally been undertaken, but only for very brief periods.

Recently their laboratories perfected a new type enamel of outstanding merit, Luna White, and it was decided to undertake a promotion campaign calculated to establish this new product firmly in the market, comprising practically speaking, the States of Michigan, Wisconsin, Iowa, Illinois and Indiana.

It was necessary to make a widespread impression upon potential users in this territory and upon the dealers—and to do it quickly and with a limited appropriation. After due consideration of all the circumstances and problems, a program was formulated centering upon a radio campaign, supported by a limited amount of newspaper display.

Early Morning Hour

The funds available did not permit using high-priced time or talent, and we were finally forced to consider a period and type of program that was practically without precedent. WMAQ, Chicago, opened at 7 a. m. at that time but they agreed to open a half-hour earlier and we contracted for the time thus made available for a schedule of 13 weeks.

A *Musical Clock* type of program was selected, comprising several phonograph records, interspersed with time signals, weather forecasts and short commercials on Luna White. Jack Holden was secured for special announcements, and he developed the character "The Old Painter." The usual bid for fan mail was made consistently, with the added offer of a Test Kit for which 10 cents was asked. The requests, accompanied by dimes, began to come in immediately, at approximately 100 per day. An offer of a free copy of Jack Holden's picture brought immediately 217 requests upon one mention.

The most noteworthy result of this campaign was the marked increase in enthusiasm on the part of the sales force, and ready acceptance by the dealers. An objective of 500 dealers stocked with Luna White was set for this year, and attacked with vim and gusto, and now, after just eight weeks, nearly 50% of this quota has been attained. Many dealers have reordered. Where industrial establishments have been sold, very favorable reports have come in and all these facts are worked into the commercials with cumulative effect.

The client has repeatedly expressed satisfaction with the results so far obtained—and has authorized an extension of 13 weeks with the same announcer, type of program and time of day.

HERB'S QUICK PIX
KANS Chief Snaps Farley, Makes Fast Print

HERB HOLLISTER, manager of KANS, Wichita, and claimant for radio's camera championship, offers another good reason why he should be adjudged champion. Here's how:

Postmaster General James A. Farley rose to address the banquet of the Kansas postmasters convention in Wichita, May 26. Herb took his picture at the KANS microphone. Before Mr. Farley had finished shaking hands with his friends in the audience following the address, Herb had finished a print of the picture and procured Mr. Farley's autograph while the print was still damp. Fifteen minutes later the picture was framed and adorned the wall of Hollister's private office.

Record Fight Audience Sought in Buick Drive For Broadcast on NBC

AN EXTENSIVE promotional campaign is under way by the Buick division of General Motors to build up interest in the Buick broadcast of the Braddock-Louis fight in Chicago June 22. Advertising and Sales Promotion Director Thomas H. Corpe told BROADCASTING that the fight broadcast, coupled with one of the strongest sales promotion efforts in the division's history marks the peak of an advertising program that has set an all-time high for boxing sponsorship.

The promotion campaign includes window material, stand-up and counter signs for restaurants and public places, paste-up material for dealer cards, newspaper campaign, two novelties for distribution in dealer territories. Huge four-color window posters 50x38 inches have been given each dealer under the heading "Bring Your Friends." Stand-up signs in showrooms, hotels and public places are to appear within the coming week, identifying themselves as "Buick Listening Posts" for the fight.

The company is driving for a new high mark in radio tune-ins to a single sports event. Early this month Buick announced that Clem McCarthy would handle the blow-by-blow description of the scrap. The Red and Blue networks of NBC will carry the account on 125 stations along with shortwave for overseas audience.

FTC Actions

THE Federal Trade Commission has closed without prejudice its case against International Silver Co., Meriden, Conn., in which unfair price statements had been charged. Kolynos Co., New Haven, has been ordered to cease certain claims about the germicidal and cleaning properties of its toothpaste. Pacific Coast Borax Co., Los Angeles, has agreed to cease claims that its 20-Mule Team Borax will destroy all odors, banish insect pests and cure athlete's foot. Udga Inc., St. Paul, has been ordered to cease certain claims involving the therapeutic characteristics of its stomach remedy.

D. E. (Plug) KENDRICK, former manager and part owner of WIRE, Indianapolis, has applied to the FCC for authority to erect a new station in Louisville to operate with 100 watts night and 250 watts day on 1210 kc.

FREE RIDE — After covering an air meet for WCBS, Springfield, Ill., Dane Meyer (left) and John Cassigan (right), announcers, were taken for a ride in a Chicago & Southern plane.

DAWN TIME USED
By Two Sponsors in Chicago to Reach Early Risers

AT LEAST two Chicago stations are now on the air a half-hour earlier every morning to take care of additional sponsors desirous of advertising on an early morning spot. WMAQ, which formerly began broadcasting at 6:30 is now on the air a half-hour earlier for the *Ol' Painter* program sponsored by the Hooker Glass & Paint Mfg. Co. and featuring Jack Holden as master of recordings.

WCFL now starts at 6 o'clock to give Levinson Radio Stores an early morning spot. This firm is sponsoring a half-hour program of recorded music from 6:15 - 6:45 daily except Sunday featuring Hal O'Halloran, ex-Barn Dance master of ceremonies. Schwimmer & Scott, Chicago, handles the Levinson radio account.

The earliest Chicago advertiser is Consolidated Drug Products which sponsors a full-hour live-talent program daily except Sunday over WJJD at 6 o'clock. Advertisers who have the initial commercials on other Chicago stations include the Starck Piano Co. with Art Kahn at the piano from 6:45-7 on WBBM; Goldblatt Bros. a full hour of recorded music at 7:30 on WGN, and Purina Mills and Hemphill - Diesel on WLS from 6:15-6:30 on alternate days.

NBC Acquires Broadcast Rights to Sports Events

FOURTEEN important sports events have been signed exclusively by NBC networks for the rest of the year, it was announced by NBC June 8. The complete list was announced as follows:

The auto races at Roosevelt Raceway, July 3; heavyweight championship battle of James J. Braddock and Joe Louis from Chicago, described by Clem McCarthy; the broadcast of the winner of the Braddock versus Schmeling fight in September; all A. A. U. track meets until the 1940 Olympics; all 1C4A track meets until the 1940 Olympics; the Preakness at Pimlico; the International Open Golf Stakes at the Belmont Golf Club, Belmont, Mass; the National Air Races at Cleveland; the opening of the Delaware Park Race Course at Wilmington, featuring the Sussex Handicap on June 26; the Indianapolis Races on Memorial Day; the Foxcatcher National Cup Steeplechase, commonly regarded as the United States Grand National, at Fair Hill, Md., Sept. 11; the Maryland Hunt Cup Steeplechase in April; the Delmar Handicap at the opening of Bing Crosby's race track near San Diego, Cal.

STATIONS IN TEXAS SEEK LEGISLATION

AFTER electing O. L. Taylor, manager of KGNC, Amarillo, as president, the Texas Broadcasters Association at its annual convention in Houston June 5 adopted a resolution authorizing its executive committee to seek state legislation dealing with copyrights.

Other officers elected by the same 50 broadcasters present were Martin B. Campbell, WFAA, Dallas, vice president and James R. Curtis, KFRO, Longview, reelected secretary-treasurer. Hugh A. L. Halff, WOAI, San Antinio; R. S. Bishop, KFYZ, Fort Worth; Karl O. Wyler, KTSM, El Paso, and Frank Smith, KXYZ, Houston, retiring president, were elected directors.

James W. Baldwin, NAB managing director from Washington, discussed general industry problems, including the copyright situation and the public domain library of music being built by the NAB.

Graham A. Robertson, New York station representative, addressed the convention on sales promotion and commercial programs. He urged closer relationship between national and local policies in radio.

Harold V. Hough, manager, WBAP, Fort Worth, NAB treasurer, advocated closer cooperation between newspapers and stations. The meeting also adopted a resolution endorsing Mr. Hough's election as NAB treasurer for another year.

Merchants in Hollywood Accord Tribute to Radio

HOLLYWOOD broadcasting industry was saluted June 10 during the joint annual banquet and installation ceremony of the Hollywood Chamber of Commerce and Hollywood Merchantors' Assn. Honored guests were executives of CBS, NBC, KMTR, KEHE, and KFWB, all located in that city. In keeping with the spirit of the event, the banquet was served outdoors, between the new KFWB radio theater and a sound stage on Warner Bros. Studio lot, 5833 Fernwood Ave., that city.

Speakers included C. B. Juneau, manager of KEHE, who had for his subject "Radio Turns a Milestone"; Don E. Gilman, NBC western division vice-president, whose talk was titled "What the Radio Industry Is Doing in Hollywood," and Donald W. Thornburgh, CBS Pacific Coast vice-president, speaking on "The Growth and Scope of the Radio Industry." Otto K. Olesen, head of the Otto K. Olesen Sound Studios, for the second year was installed as president of the Hollywood Chamber of Commerce and following the ceremony an inspection tour of the new KFWB studios was made. As a special feature, those attending the banquet and ceremony witnessed the presentation of the Hudson-Terraplane Dealer's weekly KFWB broadcast *The Experiences of a Million Men.*

MURRAY GRABHORN, Eastern manager of John Blair & Co., and Leonard Lewis, of the sales promotion staff of World Broadcasting System, have just completed a week of personal appearances with the Summer Playhouse of Summit, N. J. Mr. Lewis played the male lead in *Post Road*, in which Mr. Grabhorn appeared as a state trooper, during the week of June 7.

Chances for Federal Reorganization At Current Session Viewed as Slight

DESPITE administration predictions that the government reorganization plan will be enacted at this session, the view persists in Congress that the entire project cannot be carried through this year.

Opposition to that phase of the Presidential plan proposing that independent commissions be absorbed by the executive departments, under which the FCC would be made a branch of the Commerce Department, was expressed in a report June 6 made by the Brookings Institution for the select committee designated to investigate the reorganization and headed by Sen. Byrd (D-Va.). This committee's functions have been more or less taken over by a joint congressional committee appointed several months ago.

Bills which would carry out the President's project at least in part, now are in the process of being drafted. There is considerable thought in favor of retaining such agencies as the Interstate Commerce Commission, Federal Trade Commission, Securities & Exchange Commission, and possibly the FCC as independent units. This is proposed in the Brookings Institution report, which in a general way recommends retention of all independent agencies, with possible modifications of the existing method of regulation, particularly in the appellate field.

Autumn Adjournment

Congressional sentiment appears to be in accord on one phase of the proposed reorganization and that is to give the President six executive assistants who would serve as secretaries. There is the likelihood, it is felt, that this proviso will be taken care of in an appropriation bill later this session.

Because of the heavy legislative calendar, some members of Congress believe adjournment will not be reached until fall—probably September. In that event, chances for the reorganization plan would be improved considerably. In this connection, it has been pointed out that the President has not filled several vacancies on independent commissions, evidently anticipating enactment of his plan whereby certain of the independent commissions would be absorbed by government departments.

By inference, the Brookings Institution report suggests retention of the FCC as an independent agency. Whereas the ICC, Trade Commission and other agencies are dealt with at length in the two separate documents totaling 150 pages, only passing reference is made to the FCC and its functions.

In spite of that, however, the report generally urges retention of the independent status of commissions and other boards, holding that control over the policy and administration of federal regulatory bodies should not be given to the Chief Executive.

It recommended broadening of the functions of the ICC, for example, to include the Bureau of Air Commerce of the Department of Commerce. In the case of the Trade Commission, it urges that its duties be broadened and clarified to eliminate confusion and to strengthen it. Transfer of certain functions relating to food and drugs insofar as unfair methods of competition are concerned from the Food and Drugs Administration to the Trade Commission also is suggested.

An administrative court system to enforce regulatory laws is suggested as a means of clarifying existing confusion in connection with appellate cases from independent commissions. In advocating transfer of certain functions of the Food & Drug Administration to the Trade Commission the report concluded that false advertising of food and drugs and to a large extent also labelling, "manifestly fall within the field of unfair trade practices." With respect to false and misleading advertising, the report said, some sort of injunctive action, such as a cease and desist order seems necessary.

Need of Stability

Referring to the proposal for absorption of independent agencies by executive departments, the report stated that in the case of many of these agencies, including the FCC, "the element of stability is particularly necessary since they are dealing with long-time operations and processes. The long-time policy which Congress is seeking to develop through those agencies should not be disturbed by a change in administration."

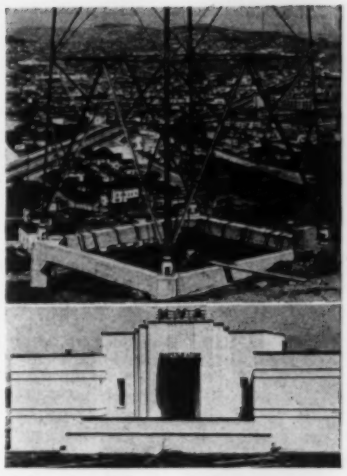
While declaring it would appear logical to put the ICC, Trade Commission and perhaps also the FCC within the Department of Commerce, the report asserted the difficulty which arises in such instances would be the placing of regulatory and controlling functions within an organization whose chief function is promotional.

"Internal contradiction and conflicts within the department would result, for it is impossible when dealing with the same business or objective to promote with one hand and regulate effectively with the other. No man can serve two masters; and the Secretary of Commerce who attempted both functions would be in constant trouble. There would naturally be pressure from the group whose interests were being promoted to cause the secretary to go easy on regulation."

Dealing with administrative courts, the report stated that if a proper system were established, it would make for "a much stronger enforcement of the regulatory laws and yet afford to citizens better guarantees of their rights. Administrative law would be no longer tightly enmeshed within the net of common law and constitutional law and it would be free to develop criteria and norms applicable to the regulatory situation."

Standard Brands Books

STANDARD BRANDS Inc., New York, has placed a 15-week contract with NBC for the Blue network, Wednesdays, 9-9:30 p. m., beginning Sept. 22. Talent has not been selected, nor has the product been disclosed. J. Walter Thompson Co., New York, has the account.



PEAK—The new radiator of KYA is the city's highest point above sea level and commands a wide view. Below is a photo of the new transmitter house.

KYA Dedicates

New Transmitter; Tower Is Highest Point in City

KYA, Hearst Radio Inc.'s San Francisco outlet and the Bay District voice of the California Radio System, is now operating with its new 5,000-watt RCA high-fidelity transmitter.

The new transmitter, ultra-modern reinforced concrete transmitter house and 450-foot single radiator antenna tower, which are situated atop Candle-stick Point in the southeastern portion of San Francisco, represent an investment of approximately $100,000.

A great deal of attention has been turned toward KYA's gigantic new transmitting tower which is approximately 120 feet distant from the transmitter house. The tower rises 450 feet and can be seen from all parts of the city in daytime and at night when the red beacon light is on, is visible for 50 miles or more. The hill which itself is nearly 400 feet above sea-level, making the over-all height of the tower nearly 850 feet above sea-level. This height is an extreme advantage, as it gives the transmitting radius a clean sweep over its course, without such usual obstacles as high buildings, trees or hills.

The transmitter was installed under the general supervision of KYA's Chief Engineer Paul Schulz, who to date, has supervised the installation of more than a dozen broadcasting transmitters. C. T. Anson and C. L. Cronkhite, RCA transmitter engineers, collaborated in the installation of the new equipment.

The KYA management under the general supervision of M. E. (Bob) Roberts, station manager, celebrated the inaugural of the transmitter recently with an hour's dedicatory broadcast which was carried to the other stations in the California Radio System network.

The dedicatory program originated in the KYA main studios in the Hearst Bldg., Third & Market St. Mayor Angelo J. Rossi was honor guest on the program and felicitated the station's owners on the completion of the fine transmitter. Another voice heard was that of Anning S. Prall, FCC chairman, who recorded a talk for the event.

Los Angeles Musicians Plan Protests Against Broadcast Restriction

FACED with possible breakup of headlined radio orchestras because of stringent limitations imposed on their transcontinental broadcasting activities, Los Angeles and Hollywood advertising agency representatives and leaders of name bands held several conferences on ways of rescinding the edict of Los Angeles Local 47, American Federation of Musicians, which went into effect May 30 [BROADCASTING, May 15].

The group was scheduled to push demands for its vetoing by the national board of American Federation of Musicians at the June 14 convention in Louisville. Leading Southern California radio orchestras, heavily in demand for Pacific Coast and transcontinental commercial broadcasts, feel that they are unfairly dealt with under limitations as imposed by Local 47. With prospects of seeing their weekly paychecks considerably reduced, for several weeks they have been quietly laying the groundwork for a concerted appeal to the AFM on the basis that talent is being unfairly penalized for the benefit of mediocrity.

Protest not only involves musicians and advertising agencies, but is backed by reform leaders among Hollywood radio entertainers. Argument offered is that name bands, contracted to sponsor after costly buildups, face disintegration with the premium earning based on artistry of individual musicians reduced to hack work wage.

Ruling of Local 47 sets up specific maximums on individual earnings and states that musicians on station staffs may work only one transcontinental commercial program of one hour or two half-hours per week. Those not employed on staff are permitted two-and-a-half hours a week or four half-hours on transcontinental commercial programs weekly. Musicians earning $35 weekly or more are allowed one hour on transcontinental commercial programs. Those earning less than that amount weekly are entitled to a full hour, plus a half-hour or two half-hour transcontinental commercials.

Radio to Be Prominent On Musical Union Agenda

RADIO holds a prominent place on the agenda of the American Federation of Musicians scheduled at Louisville for the week of June 14. Of paramount interest will be the controversy over transcriptions and phonograph recordings precipitated by Joseph Petrillo, Chicago A. F. M. head, who has advocated banning of these productions altogether as a means of affecting reemployment of "live" musical talent at stations.

Opposing this viewpoint is Clark Wilson, of the San Franciso A. F. M. Local, who has advocated a procedure whereby a percentage of the gross receipts of all stations be earmarked for payment of musicians, whether or not they are used. This plan calls for a guarantee on the part of station managers that they will employ live musical talent to the extent of a fixed percentage of gross income, with that percentage tentatively fixed at 10%.

Merchandising & Promotion

Seeing Stars—Signs and Such—Fun for Fishermen—Autos Free—5,000 Little Chick Chicks

NBC's transcription division is expanding its sales promotion service to stations subscribing to its *Thesaurus* service. In addition to the bulletins sent periodically to program directors, a new series of sales bulletins will be addressed to commercial managers, giving sales suggestions, stories of experiences of other stations in selling the programs to advertisers, and similar material that should prove helpful to the station's salesmen. Press releases, that the station may fill in and place with its local newspapers, will also be sent to each subscriber with each new program. These promotional pieces are being prepared under the supervision of Robert Friedheim, sales promotion manager of the division.

* * *

S. O. S. Co., Chicago (Magic scouring pads) recently started a thrice weekly radio gossip program on WMAQ, Chicago, featuring Norman Ross, titled *See Our Stars*. A new twist is presented in the quarter-hour show differing from the usual type of gossip shows in that the weekly guest stars presented are not merely interviewed but either present excerpts from radio roles they have taken or enact those characters by which they are best known to the radio audience. McCann-Erickson Inc., Chicago, is the S. O. S. Agency.

* * *

PETER PAUL CANDIES Inc., Naugatuck, Conn. (Mounds, Dreams), is using a *Rhyme-A-Line Party*, five minutes nightly on WEEI, Boston. Sponsor awards 16 daily cash prizes to the individuals sending in the best second lines to one given by announcer. First prize is $5, next 15 $1 checks. Each completed rhyme must be accompanied by one wrapper of candy. An individual is permitted to submit as many rhymes as desired, but each must be accomapnied with a wrapper. Agency is Platt-Forbes Inc., New York.

* * *

WCPO, Cincinnati, is promoting the radio page of the *Cincinnati Post*, a Scripps-Howard paper, by a campaign of truck signs, office ads, car cards and a series of broadcasts by Paul Kennedy, radio editor. Two years ago all three of the city's papers had a no-radio agreement, refusing to publish program listings. Preparatory to its purchase of WCPO, the *Post* began a radio section and Mr. Kennedy was named editor.

* * *

SOCONY VACUUM OIL Co., New York (Mobilgas and Mobiloil), is distributing schedules of Sox and Cubs home games to customers at their Chicago service stations. The front cover of the front page booklet reads: "When you can't attend the games—tune in Pat Flanagan — WBBM — Cubs Sox. Another friendly service. Mobilgas—Mobiloil." J. Stirling Getchell Inc., New York, is the agency.

* * *

GILCHRIST'S department store, Boston, recently broadcast a special program on WEEI, Boston, in connection with its Sales Managers' Record Day, a special sale.

TWO new merchandising services have been started by WHK-WJAY, Cleveland. First is an extensive survey of the Cleveland market for the use of prospective advertisers and second is a plastic-bound brochure giving complete market and station data on behalf of WHK. This brochure includes unusually complete engineering data.

The survey includes a house-to-house canvas of homes and business to determine the advertiser's distribution in each district and it is offered without cost or obligation. Should an advertiser decide to use WHK or WJAY, a second survey will be made four weeks after the first broadcast and whenever deemed advisable later.

The plan covers route list for drug or grocery retailers; personal calls on wholesalers plus key retailers with promotion; letters to retailers (with postage or message fee); use of United Broadcasting Co. studios, production and talent facilities for dealers' or retailers' meetings; surveys at start and during campaign.

Promotion pieces are being prepared for other United stations, WJAY, WHKC and WKBN.

FITGER BREWING Co., Duluth, in launching its *Fitger Fishing Time* show on four Minnesota stations, (WCCO, WEBC, WMFG, WHLB) June 11, gives three cases of beer to the followers of Izaac Walton who catch the biggest fish. In all eight prizes are being distributed weekly, as well as a monthly prize of fishing bait. The champion of the entire season will be rewarded with a complete set of fishing tackle. To the biggest fish-catchers in the unique contest will go Fitger's Master Fisherman's Card bearing the signature of George Bradley, head of the Minnesota State Tourist Bureau, and testifying that the recipient caught a fish weighing so many pounds at such and such a lake on a certain date. Dealer prizes also are awarded. The company is using 10 weekly spot announcements on WCCO, KFYR and WEBC. Leo Burnett Co. Inc., Chicago, is agency. Minnesota Tourist Bureau is sending out *Fitger Fishergrams* to resorts and taverns, the promotion pieces including data on the program.

* * *

WNOX, Knoxville, now has "two-for-one" day in connection with its *Midday Merry Go-Round*, daily feature from station's auditorium stage, to which admission is charged. Each Thursday noon two persons are admitted to show for the price of one regular admission. This has swelled crowds to overflowing.

THE Bestervelt Radio Kitchen, six quarter-hours a week on WKZO, Kalamazoo, has ten co-sponsors. Here is a photo of the merchandising layout and the cast taken in a Bestervelt store.

Specializing in locally-built shows, WKZO, reports that it is originating several unusual programs which are "clicking" with the audience and for their sponsors and the details of which may be had upon request by agencies and stations wishing to adapt them locally. Among other shows besides the radio kitchen program are: *June Bride*, a script show of young married couples sponsored by General Electric Dealers of southwestern Michigan; *Court of the Air*, a 10-sponsor participating program, 7:30-8 p.m. daily except Sunday, a satire on a police court that was originated by WMC, Memphis; *Arkansas Razor Backs*, a hillbilly band sponsored by Fairbanks-Morse & Co., quarter-hour 5 weekly; *Uncle Sephus*, early morning farm program sponsored by Gardner Nursery, Mid-States Steel & Wire Co. and Sears-Roebuck & Co.: *Romance & Rhythm*, variety show three weekly sponsored by J. R. Jones & Sons Co., local department store; *Sunday Players*, a transcribed show of biblical stories sponsored by the First National Bank; *Death Rides Again*, a 5-minute live talent show dramatizing the dangers of the highway and sponsored by M & T Battery Co.; *Liars Club*, daily 5-minute feature sponsored by Mutual Drug Co. offering daily prize of $1 for the best lie sent in; *Woman's Variety Review*, daily participating morning program of style and beauty hints; *KrimKo Comics*, Saturday morning show for youngsters sponsored by the Kalamazoo Creamery; *Man on the Street*, 5 weekly sponsored by Leath & Co., local chain furniture stores.

Three 15-minute local shows are sponsored each week by the Kalamazoo Laundry and the six daily newscasts are sponsored by Household Finance Co., Kalamazoo Industrial Bank and others.

WLS, Chicago, is using advertisements in the *Downtown Shopping News*, Chicago, varying in size from 2 columns by 8 inches to full page (newspaper size) in promoting the station's programs. The *Shopping News* which has a controlled selected circulation of 816,000 in Chicago and suburbs, is devoted mainly to advertisements of retail stores but also contains fashion news, household information and other subject matter appealing particularly to women. It is distributed twice weekly—on Wednesdays and Saturdays.

At the same time, the paper is using four quarter-hour programs on WLS weekly—three of them at 10 a. m. Monday, Wednesday and Friday with the fourth one Saturday noon. Shopping information, household hints, and interviews with prominent Chicago merchants are featured on all the programs except one. This is the Friday broadcast which the *Shopping News* turns over to the National Youth Association for presentation of a weekly drama entitled *Big City Parade*.

* * *

NEDICK'S STORES Inc., New York (orange juice stands), has started a contest in connection with its new broadcasts on WOR, Monday, Wednesday and Friday from 6:45 to 7 p. m., offering as weekly prizes a Ford V-8, three Philco radios and 12 crates of oranges for the best guesses of the total number of Nedick customers during the week. No purchase is necessary, but entries must be written on official blanks obtainable at any of the 115 outlets in Metropolitan New York and New Jersey.

* * *

WNEW, New York, is giving special service to hay-fever sufferers. Ted Webbe, chief announcer, is delivering a daily report on the pollen content in the New York atmosphere. The information is broadcast in cooperation with the WPA-Department of Health-Air Pollution Project, five mornings a week. The Air Pollution Project measures the pollen in the five boroughs and surrounding areas. It is these findings which Ted Webbe announces daily.

* * *

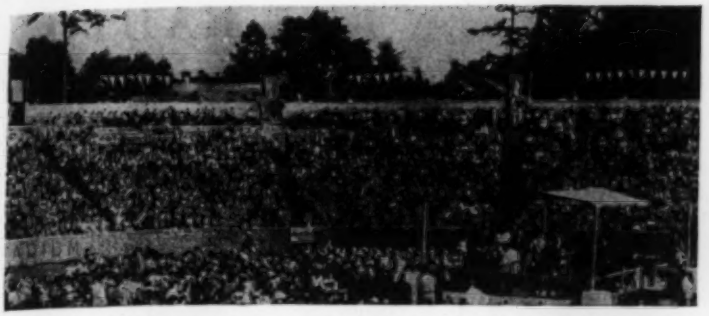
DODGE DEALERS of Chicago attracted more than 5,000 people to their showrooms the past month in a contest they held in conjunction with their weekly full hour *Sunday News With Music* program on WBBM, featuring John Harrington. Contestants had to go to the showrooms to cast their vote for Chicago's most popular ball player. No prizes were given the voters but the winning player received a Dodge June 6. The contest closed May 31. Ruthrauff & Ryan Inc., Chicago, is the agency.

* * *

MORE than 5,000 baby chicks were given away during Rochester Chick Day, promoted by KROC Rochester, Minn., with merchants giving away a chick with each $1 purchase. KROC supplied the first 5,000 chicks, with merchants assuming the cost of the rest. Considerable time was purchased on KROC for the event. Business boomed and purchases ran as high as $1,200.

* * *

ABLE RUG CLEANERS, Roxbury, Mass., using daily spots on WMEX, Boston, sends a colored photo of the Dionne quintuplets to all who call the sponsor's telephone number.



STADIUM NEEDED—To accommodate the thousands who wanted to see the first national program to originate from WBT, Charlotte, N. C. The program was *Prof. Quiz*, on CBS under sponsor of Kelvinator Corp. The night before the program, Prof. Quiz was quizzed by WBT.

DURING the State Music Festival held at the University of Iowa the first week in May, WMT Cedar Rapids-Waterloo, fed the festival to the Iowa network stations, KSO and KRNT in Des Moines. To carry certain portions of the festival, Charles F. Questin, technical supervisor for WMT, recorded the music and it was rebroadcast later in the day when time could be cleared. A tie-up was completed by Doug Grant, program director, wherein these recordings were taken to the schools and played before their assemblies by Leo F. Cole and Ray Cox. Records were then presented to the school as a permanent record of the school's 1937 entry in the State Music Festival. This affair attracts an average of 6,500 students annually to Iowa City.

* * *

CAROL GAY, director of *Let's Compare Notes* on KMOX, St. Louis, was principal speaker at the first ladies day meeting of the St. Louis Association of Manufacturers' Representatives. Her subject was "The Day of the Woman in Radio." Miss Gay's program in which leading food advertisers participate, is designed to appeal to the housewives of St. Louis.

* * *

WTMJ, Milwaukee, launched a promotion drive in latter May in the *Milwaukee Journal* as the first step in a merchandising series for its 10th anniversary in July. One-column ads titled *Inside Dope on WTMJ* appear three times weekly and emphasize the station's new tower, transmitter and shortwave truck.

* * *

WAAB, Boston, has published a booklet containing the lectures of art critics, artists and museum executives presented by the division of museum extension of the Museum of Fine Arts, that city, which were given Thursday evenings from January 14 through May 20 as a part of the Colonial network's educational program.

* * *

WEAN, Providence, sent polished bronze letter openers to a selected mailing list in connection with its 15th anniversary. The event was tersely mentioned on the card to which the letter opener was attached, the souvenir itself containing only the call letters in small type on the handle.

* * *

THERE'S no avoiding a perusal of the northwestern travelogue which KVI, Tacoma, has adapted for promotion purposes by the use of an attached cover folder, a slip-sheet and a cellophane insert. "What! 300,000 more listeners this summer," says the cover folder.

C. V. HILL & Co., New York, has started a contest in connection with its daily participation in Ida Bailey Allen's *Homemakers Hour* on WHN, New York, which it is using to advertise its store refrigeration equipment. Listeners are asked to describe the kind of markets they like to trade in and the kind of refrigerated equipment used by these stores in letters of 60 words or less. Daily and weekly prizes are offered for the best letters.

* * *

KSFO, San Francisco, recently publicized the construction of its new transmitter at Islais Creek by having Elma Latta Hackett, KSFO home economist broadcast her regular program *Friendly Homemaker* from the new transmitter site. During the program Mrs. Hackett gave James Middlebrooks, construction engineer, advice in planning and equipping the model kitchen to be installed in the living quarters of the transmitting house.

* * *

PET peeves of listeners are broadcast by WCFL, Chicago, on its daily 7-9 a. m. period, with two complete Hollywood trips being awarded each week as well as 975 theatre tickets. The program, heard 7-9 a. m. six days a week, is promoted by 60 miniature billboards and publication spotlights. Participating retailers also use considerable promotion. E. F. Roche, in cooperation with Spector-Goodman Adv. Agency, Chicago, worked out the details.

* * *

YANKEE Network was asked recently by J. H. Fountain, publicity director of Central Vermont Railway and president-director of Champlain Country Club, St. Albans, to supply some of its book matches for railway club cars and the country club. Design of the matches, sent to 500 time buyers every month, has been changed slightly, the station list now being printed inside the folder.

* * *

IN ENTERING the Norfolk market, 7-Up (beverage), has bought a series of 13 *Man in the Street* broadcasts on WTAR, three times weekly. Giveaways consist of $1 bills to first seven persons answering the question and carrying a 7-UP bottle cap. A carton of six bottles is given to every person who answers.

* * *

SNIDER PACKING Corp., Rochester, is offering four napkins to listeners of their WBBM program who send in 10c together with a label from a bottle of Snider's Catsup. *Men of Zest* is the title of its thrice-weekly quarter-hour program.

Rambeau

RADIO NEWS

"Audience Tested"

Sure, the show's the thing, and all that Malarkey—but the show builds no business for you while you are building the show and "you never can tell 'til you have tried 'em and then you're apt to be wrong."

So what? So some smart station managers take the guess work out of buying radio by building programs and trying 'em on those corn flakes, automobile, chewing gum and bacon buyers that we call the audience. And that, Mr. Time Buyer, is what we mean by "audience tested" programs and here are some of the best—

TOMORROW'S HEADLINES

A New Deal in News! A 10:00 to 10:15 p. m. preview of tomorrow morning's headline material. It's the last word in news, six nights a week, and it's offered on a three way split for three smart sponsors at only $480.00 each per week. Harold True is your news reporter on all eight stations of the

MICHIGAN RADIO NETWORK
Most of the Best of Michigan

WATANABE and THE PROFESSOR

"I am beaming with very fine pleasure to announcing my cousin Frank Watanabe who have been too scarce on Pacific Coast are coming back on present instant over Don Lee Network at 8:30 p. m. evening time. Kinji Yakamoto"

That's the way Carroll Nye, radio editor of the Los Angeles Examiner, announced Watanabe's return to the Coast. It's Monday thru Friday and in our opinion it's a honey. Human interest, clean fun and a lot of swell merchandising angles. It has a tremendous build-up on the West Coast. On the

DON LEE NETWORK
California Golden Group

BESS BYE

Nothing fancy—this one. Just our old friend Emily Barton telling the housewives of San Francisco at 8:40 to 8:45 every morning what the market offers for the family table and suggesting bargains and the best buys for the day. No guess work—Emily knows her greens, and 5:00 a. m. finds her at the San Francisco produce market doing Mrs. San Francisco's shopping while Mrs. S. F. takes an hour or two more in the hay. And do they like it—the program, not the hay. A year and a half on the air—it's done a job. It's a lot for the money at $300 a week.

KFRC—San Francisco

SIDEWALK INTERVIEWER

This is the old reliable man-on-the-street program but this one is conducted by Don Hastings, the originator of this type of broadcast in Chicago back in 1927. He does a nice job and the price is right.

KDB—Santa Barbara

NORMA YOUNG

Norma Young, known for many years to millions of housewives as Prudence Penny has given up WRITING AT women to TALK TO women. Her program at 9:45 to 10:00 a. m. is interesting and easy to listen to. Informative, too because Norma Young knows her groceries (if you know what we mean) and there is real sales punch in her painless informal commercials. It's a five-day-a-week "audience tested" participation program made to order for small budgets. Only $104.00 per week on

KHJ—Los Angeles

MUSICAL CLOCK

Here's a smooth running breakfast program with a full hour of music and a friendly voice to give the time of day, the temperature and that "don't forget your rubbers" information.

It's 7:00 to 8:00 a. m. Monday through Saturday and that's time enough to do a real job of selling on the whole family without ever "pressing." It's a lot for the money too—$275.00 a week complete, fully commissionable.

WIRE—Indianapolis

ANN WORTH, HOUSEWIFE

Mother, neighbor, philosopher, friend and housewife. A script show of home life dealing with situations that every woman has experienced.

This one is built at WXYZ in Detroit and has been on the payroll of a local Detroit bakery since May, 1935. It is still on [redacted]—just renewed for another year. Ann Worth, Housewife is now released for sale in Grand Rapids where it is piped on a network line and has been "audience tested" for some time. It is Monday through Friday and costs $150 a week complete, fully commissionable on

WOOD—Grand Rapids

SPOTLIGHT SPORTS

This is Bob Evans giving the customers a last look at baseball scoreboards. In fact it's a bedtime resume of all sports news. It's just five minutes of snappy stuff and it's on from 11:00 to 11:05 p. m. seven days a week for $272.00 complete. Or we will prorate the price for five or six days a week.

WXYZ—Detroit

Space does not permit listing all of the excellent "audience tested" ready-to-buy programs on these stations. For instance we would like to tell you about Sycamore Street on KGB, San Diego, California.

Tell us about your product and your problems and we will try to find a program that fits. We might even have a worth while idea on marketing and merchandising. Try us.

WILLIAM G. RAMBEAU COMPANY

CHICAGO NEW YORK DETROIT SAN FRANCISCO

BROADCASTING
and
Broadcast Advertising

Published by
BROADCASTING
PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1937, by Broadcasting Publications, Inc.

J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

NEW YORK OFFICE: 1270 Sixth Ave., Rockefeller Center, Telephone - COlumbus 5-3815
BRUCE ROBERTSON, Editorial ● NORMAN R. GOLDMAN, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● HAL TATE

HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

The Convention Job

*" * * * In your industry there are no problems that cannot be solved by intelligent management, good programming and an awareness of public responsibility."*

In those words, written to the editor of BROADCASTING, President Roosevelt sounds the keynote for the fifteenth annual convention of the NAB. In that terse sentence is encompassed a challenge to the industry, because it comes at the outset of an era that may be crucial in radio's history.

No industry ever has had heaped upon it the praise and tribute given radio for the remarkable progress it has made during the last two decades. But a reaction has set in. As it has grown in stature and in influence, its problems have grown apace. Greedy hands are outstretched to engulf it—the hands of professional politicians, of moneyed interests, of reformers. Twenty years too late, they are reaching out for the thing they view as the "radio bonanza".

Which brings us to the issue in point. Most of the broadcasters about to converge at the Chicago convention probably do not recognize the signs of the times. In a business way, generally, things are going along swimmingly. They are disturbed, if at all, about rates and rebates, copyright, station-break spots, talent and time, etc. To be sure these are problems, but they are not the fundamental issue.

We may be accused of calamity howling. But we *know* we are right. We feel that broadcasters must take steps to offset the constant and insidious campaign of propaganda about it—propaganda that is growing in volume and effectiveness and that is getting to receptive ears. When only one side of the story is told it is easy to put subversive ideas across, even though false.

How can this problem be coped with? The formula is contained in President Roosevelt's words — "intelligent management, good programing and an awareness of public responsibility". The formula can be crystallized by a meeting of the best minds of broadcasting and by an aggressive and informed leadership in the industry.

Whether or not the agenda for the NAB convention covers these subjects, it is up to the delegates themselves to see that they are thoroughly discussed, and that an industry bulwark is built against the possible developments of the future. It is not a job that can be postponed much longer.

Out With Politics!

WE KNOW of no one in the broadcasting industry who will not hail with delight the appointment of a "strong man" to fill the vacancy that will occur on the FCC on June 30. Such a man should be able to give the Commission new leadership and new prestige if he has ability, experience and courage—and, above all, if he is able to say "no" politely but firmly to the politicians and the trouble-makers. We sincerely hope that President Roosevelt will make his appointment with this thought in mind.

All sorts of stories are going the rounds these days to cast discredit upon the Commission, the commissioners and the industry. Their usual source is well known. They play upon what has been the basic weakness of radio regulation not only in this administration but during the Hoover regime—its amenability to political control from high and low sources. Our observation has been that, so far as freedom of expression on the radio is concerned, this administration has never lifted a finger to thwart it; very wisely so, we believe, for it simply let the Townsends and the Coughlins talk themselves out.

Why cannot that same freedom prevail in the regulation of wave, power and new station assignments? Engineering principles are basic and simple; economic factors are subject to discretionary decisions, to be sure, but common sense discretion rather than political is possible; plain mis-statements of facts are easy to answer, but someone has to answer them.

When the new appointment is made, we fervently hope politics will be shoved into the background.

Not For Sale

QUITE aside from its erroneous assumption that only the motion picture industry is adequately equipped for the technique of television program presentations, the report now on the desks of America's leading motion picture producers falls into a fundamental error in its conclusions: It assumes that because the movie industry has such gigantic capital, it can invade the radio and television fields simply by purchasing stations or networks.

Our observations of the broadcasting field are that most of the better stations, and all of the networks, are simply not for sale. Even if they could be bought at inflated prices, there is still the question of policy to be determined by Congress and the FCC whether giant capital, Wall Street or the movies, shall be allowed to move in upon the radio field. If newspaper ownership of broadcasting stations and their multiple ownership by small groups are already being questioned in Washington, it is hardly reasonable to expect that motion picture ownership of any great part of the nation's limited radio facilities will be approved.

We have always maintained, and still maintain, that when television emerges it should be operated along the same lines and by practically the same people as the broadcasting industry. Not the movies but the great radio laboratories of this country and Europe are developing television. It is the largest of the radio companies that has already brought forth home-movie-size and theatre-screen-size television [BROADCASTING, May 15, June 1]. Television is radio's own prodigy, and we don't believe it is going to be made the stepchild of any other industry. Broadcasting now stands on its own legs, perfectly capable of operating itself as an independent entity; there is no reason to believe that the broadcasters cannot continue on their own, borrowing and adapting from the other arts, including the movies, for television as a public service.

Radio has proved that newspapers have no monopoly on news-gathering and news-dissemination. It has proved that the stage and screen have no monopoly of the entertainment arts and industry. When television comes, the movies will still be the movies—and we agree with the author of the Will Hays report that the movies will still be able to hold their appeal for the masses. Television will be a supplemental home entertainment service, alongside sound broadcasting and in the hands of broadcasters having a full awareness of their public service obligations, chiefly locally owned and operated, undominated by New York or Hollywood.

The RADIO BOOK SHELF

BOB CUNNINGHAM, program director of KOIL, Omaha, has written a *Production and Announcing Handbook*, printed in loose leaf form for all announcers, producers and engineers on the staff of Central States Broadcasting System (KOIL, KFAB, KFOR). It is being made available on request.

A COMPREHENSIVE article on the two types of judicial appeal under the Communications Act of 1927, written by Joseph E. Keller, administrative assistant to FCC Telephone Commissioner Thad H. Brown, is carried in the newly published 25th anniversary edition of the *Georgetown Law Journal*. The article is titled *Judicial Control and the Communications Commission.*

A DIRECTORY of trade associations of the United States, the first to be issued in several years, has just been published in a 134-page multigraph volume by the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington. It is titled *Selected Trade Associations of the United States: 1937 Edition* and is available for 10 cents.

We Pay Our Respects To —

RAYMOND RITCHIE MORGAN

HE SOLD 300 Fords a year while going to high school!

In six years he went from clerk to vice-president of a big advertising agency!

And so it isn't strange that two years after forming his own agency, Raymond Ritchie Morgan finds himself owning one of the major West Coast production outfits of the radio business.

Strange As It Seems on nearly 100 stations—less than a year after it first went on the air on eight West Coast stations—that's a sample of the speed with which Ray Morgan works.

The Raymond R. Morgan Co.,—of Hollywood — recently took over the advertising and sales promotion of the entire Don Lee Broadcasting System. It's handling the national advertising destinies of world-famous Arrowhead Springs. It's guiding the radio destinies of the Gilmore Oil Co. and Folger's coffee. It's busy producing no less than a half-dozen major radio shows. Its offices—half the third floor of a building in the heart of Hollywood—are jammed with scurrying, hustling writers, copy experts, artists, directors, actors, technicians, people of all sorts—by the dozens.

Not bad for an outfit that was formed two years ago.

What sort of a man is this Ray Morgan?

He's 6 feet, 4 inches tall. And he's a California native son. He was born in Sonora, in the original mother lode gold area on Sept. 2, 1895. His father was a native son; so was his mother. Just 40 now, Morgan has already accomplished enough for three average lifetimes.

In 1910 while going to high school, he became Ford agent for his county. He sold 300 cars a year —an average of nearly one a day. Quite a record for anyone — let alone a high school boy. Then he went to college and, in conformity with this new dignity, he sold Reos and Packards—dozens of them. He also took advantage of his 6 ft., 4 in. stature to play basketball. He did about as he pleased with the ball, only slightly hampered by the other players way down below.

In 1917 Morgan joined the Navy and served during the war as ensign. He made 16 trips across the Atlantic on the transport *Martha Washington*; then served in destroyers in the Mediterranean and Black Seas.

After the war, Morgan joined the Cahill Advertising Agency in San Francisco at $100 a month—but six years later he was vice-president!

From here he went to Los Angeles as sales manager for the McMillan Petroleum Co. and in this capacity was instrumental in the building of station KMPC. Faced with the problem of selling radio time for this station—not an easy matter in those early days—Morgan got his first taste of radio, and liked it.

This led him back to his old love, the advertising business, with the idea of creating radio programs for sponsors.

He sold some of the biggest national successes—*Chandu* to White King Soap in the West and Beech-Nut in the East; *Detectives Black & Blue* to Folger's Coffee; *Growin' Up* to Johnson & Johnson; *The Count of Monte Cristo* to Forhan's Tooth Paste; *The Story of Omar Khayyam* to California Diamond Brand Walnuts, and so on.

Then he opened the Raymond G. Morgan Co., in the spring of 1935. *Strange As It Seems* on a few Coast stations for the Gilmore Oil Co. was the first venture. This quickly expanded into 70 transcription stations for Ex-Lax in addition to the live show, which also expanded. Then came the pretentious *Drums* serial as a live network show for Folger's Coffee. Next the *Success Doctor* for White King Soap.

As head of one of the few independent radio production outfits on the Pacific Coast producing both chain and transcription programs, Morgan divides his time between the Coast and New York. The air lines wish they had more passengers of this sort—and consider selling him tickets by the dozen, at a discount.

"Why are you in Hollywood instead of New York?" is the question most often asked of Morgan.

"Hollywood is the center to which gravitate the country's best writers, actors and musicians," is the reply. "Eventually it is bound to be the hub of radio production. We produce where we can get the finest people. After all, you can get East in 16 hours when business demands."

If Ray Morgan has a hobby, it is aviation. His wife is the former Virginia Wiles of Boston. They were married March 17, 1923. The apple of the Morgan eye is Ray R. II, aged 12.

PERSONAL NOTES

WILLIAM A. CLARK, until recently general manager of WCPO, Cincinnati, has been appointed station manager of WIRE, Indianapolis, under Eugene C. Pulliam, who recently purchased the station. Mr. Pulliam will continue to devote full time to WIRE, although he is also publisher of several Indiana dailies.

A. S. FOSTER, for many years with the sales department of WWL, New Orleans, resigned June 4 to engage in radio work in the East, according to Vincent F. Callahan, WWL general manager.

WILLIAM J. WILLIAMSON on June 7 became sales manager of WKRC, in Cincinnati, succeeding S. R. Bateman who recently resigned. Mr. Williamson had been western sales manager of Radio Sales Inc. in Chicago for the last three years.

JOE MICCICHE, publicity director and chief announcer of KRKD, Los Angeles, and Josephine Gonzalez of that city, will be married July 18. Their engagement was recently announced.

JOHN E. PEARSON, head of the promotion department of KWTO and KGBX, Springfield, Mo., on June 1 was promoted to the newly-created position of manager of national accounts under Sales Manager Ralph D. Foster. Carl Ward becomes assistant in charge of promotion, with Terry Moss in charge of NBC traffic.

A. RALPH STEINBERG, president of Radio & Film Methods Corp., will speak to the Retailers Credit Association of America at its annual convention the week of Aug. 23 in New York. His subject will be "The Development of Electrical Transcriptions for Retail Selling by Radio."

G. A. RICHARDS, owner of KMPC, Beverly Hills, Cal., has returned to that city, after an eastern trip.

EARLE C. ANTHONY, owner of KFI-KECA, Los Angeles, inspired by his recent visit to Hawaii, has written the lyrics for a new song which, set to music by Johnny Noble, will be published under the title *Coral Isle*.

CLAIR HEYER, formerly of KXBY, Kansas City, has been named national advertising manager of WHBF, Rock Island, Ill.

ARMSTRONG PERRY, former Washington service bureau director of the National Committee on Education by Radio, was one of the passengers injured in a plane crash in April in the Venezuelan jungle. He was reported to have lain unconscious in the hospital for nine days but is now recovering in a Caracas hospital. Mr. Perry, now doing freelance writing, was in Venezuela gathering material.

JACOB HEFFLER special agent for the Federal Bureau of Investigation, has resigned to become comptroller of WCAU, Philadelphia.

PHILIP I. MERRYMAN, of the NBC station relations department in New York, and Mrs. Merryman, became the parents of eight-pound daughter, Heather Ann, born June 5 in Washington. They have two sons, 9 and 6.

LEONARD KAPNER, manager of WCAE, Pittsburgh, was in Los Angeles early in June visiting Ford Billings, KEHE manager and head of the California Radio System.

OTTO SCHULTZ, formerly with KMOX, St. Louis, and the old WOS, state-owned station in Jefferson City now out of existence, has been appointed manager of the new KWOS, Jefferson City, Mo. The station has appointed Weed & Co. as its national representatives, effective June 1.

HOWARD O. PETERSON, sales promotion manager of WOW, Omaha, was in Hollywood early in June conferring wth NBC officials during his west coast vacation.

LEWIS ALLEN WEISS, general manager of Don Lee Broadcasting System, Los Angeles, accompanied by Wilbur Eichelberg, manager of KFRC, San Francisco, leaves the West Coast June 15 to confer with eastern advertising agency and Mutual Broadcasting System executives in New York on fall activities. They will also attend the NAB convention in Chicago. Weiss is to be guest of honor at a dinner planned in Chicago by Percy Deutsch, president of World Broadcasting System.

JOHN LIVINGSTON, formerly San Francisco manager of Free & Peters Inc., has joined KEHE, Los Angeles, as account executive.

ANDREW D. RING, FCC assistant chief engineer in charge of broadcasting, had a tonsillectomy performed June 2. He was back at his desk June 7.

DAN WICKENDEN of the CBS sales promotion department has had his first novel, *The Running of the Deer*, accepted for publication by William Morrow & Co. Book will appear in October.

F. C. EIGHMEY, manager of KGLO, Mason City, Ia., is in the East on a business trip, following the affiliation of the station with CBS.

LEE HOAGLUND, formerly with KMTR, Hollywood, is a recent addition to the staff of KROW, Oakland.

Tribute to Shepard

EXECUTIVES of WEAN, Providence, and the Yankee and Colonial networks gathered with local agency, sponsor and civic officials June 5 for a "speechless dinner" celebrating the 15th anniversary of the station. About 150 persons were present and heard John Shepard Jr., former mayor of Palm Beach, offer a toast to his son John Shepard 3d, who established the station in 1922. Among the radio men attending were James Dennison and Richard Voynow, WEAN; Henry Christal, Edward Petry & Co.; Credric Foster, WTHT, Hartford; Irving Vermilya, Charles Stiles and Sol Chain, WNBH, New Bedford; Paul Swimelar and Edwin J. Morey, WNLC, New London; Roy Harlow, Gerald Harrison, Linus Travers, Leland Bickford, Carlton McVarish, William Warner, Al Stephenson, James Bonner, Robert Taylor, George Steffy, Yankee-Colonial networks.

CBS Stock Split

ANNOUNCEMENT that CBS is prepared to exchange its present outstanding shares of both class A and B stock with a par value of $5 for the new $2.50 par value shares was made by the network on June 7. This two-for-one split of stock was authorized at the CBS stockholders' meeting last March.

NATIONAL RADIO REGISTRY, New York, is publishing a monthly listing of radio talent, aspirants and established artists. The talent guide will be distributed free of charge to agencies, stations and program builders and will list the addresses and backgrounds of radio artists as well as station personnel.

BEHIND THE MICROPHONE

DOUGLASS W. MERSERVEY, formerly in charge of advertising for the Cellophane division of I. E. Du Pont de Nemours Co. and previously with McCann-Erickson Inc. and Erwin, Wasey & Co. Ltd., will join the NBC program department in an executive capacity on July 1. Mr. Merservey is a graduate of Stanford University and Harvard Law School and has had experience in both advertising and theatrical production in America and abroad.

PAUL ALLISON, formerly of KXYZ, Houston, joins the announcing staff of WNOX, Knoxville, June 18. R. L. Anderson, salesman, has been named WNOX continuity chief. Harry Grimes has joined WNOX as secretary to O. L. Smith, commercial manager.

WILLIAM DAVIES, of WLBC, Muncie, Ind., has been promoted to production manager.

MISS MARGE NEISS, supervisor of audience mail at NBC, Chicago, is recuperating from an appendectomy.

STARR YELLAND, formerly of WSUI, Iowa City, has joined WMT, Cedar Rapids, and will help Bert Puckett in handling baseball.

HARRY McTIGUE, formerly of WLS, WGN, WJJD, Chicago, and WIRE, Indianapolis, is currently at WHAM, Rochester, where he is announcing baseball.

JOHN J. PRICE, program director of KGLO, Mason City, Ia., was operated on for appendicitis May 31.

JAMES C. RISER Jr., formerly of WJEJ, Hagerstown, has joined WBIG, Greensboro, N. C., as announcer.

JACK JOY, recently named program director of KHJ, Los Angeles, has had his authority extended to the entire Don Lee Broadcasting System of which that station is a link.

RANCE W. VALENTINE, former West Coast and New York radio writer and producer, is now at WGAR, Cleveland, announcing and preparing commercial scripts.

PETER MacARTHUR, producer of the *Iowa Barn Dance Frolic*, heard over WHO Saturday nights, was removed to his home from the hospital June 5. He has been confined to the hospital for more than a month by a foot infection which necessitated an operation.

LEN TAYLOR, announcer of WJW, Akron, Ohio, was married June 10 to June Arlene Washart.

BILL BOHACK, former announcer of WHBI, Newark, has taken a similar position with WAAT, Jersey City.

TONY LA FRANO, formerly with several mid-western stations, has been named chief announcer of KDB, Santa Barbara, succeeding Ralph Nelson, resigned. Nathan McCray, new to radio, has also been added to the mike staff.

TOM HANLON, who recently joined the CBS Hollywood announcing staff, has been made night supervisor.

HOWARD WAY, formerly on the staff of WOR, New York, has joined KMPC, Beverly Hills, Cal., as vocal director and will work with Oliver Alberti, the station's musical director.

CECILE CUMMINGS, of NBC's New York program department, is taking a six-week European vacation with stop-overs at Dublin, London and Paris.

WOODY CLOSE, program director of WTMV, E. St. Louis, is the father of a nine pound boy born May 28.

JAY CRUM, formerly of KTUL, Tulsa, has joined the announcing staff of WTMV, E. St. Louis.

BEFORE THE BATTLE—Arthur Godfrey (left), WJSV commentator and also *Prof. Quiz* on CBS for Nash-Kelvinator, gives his lungs a workout in preparation for his June 13 battle with Arch McDonald, WJSV sports announcer. Godfrey set out to prove that he could announce baseball better than McDonald, who accepted the challenge. Announcer Hugh Conover of WJSV is Godfrey's trainer and provided the air that filled the balloons that filled out Godfrey's chest and biceps for this photo. In the right photo McDonald is training on a Wheaties diet, with the help of his sparring partner, Announcer Warren Sweeney. A baseball doubleheader served as a ring for the battle of the word wielders.

ERNEST LEE JAHNCKE Jr., son of the former assistant secretary of the U. S. Navy under President Hoover, recently joined the traffic department of NBC in New York as assistant to R. J. Dolan, night traffic manager. Young Jahncke was graduated from the U. S. Naval Academy in 1933 and served in the Navy until this spring.

CARL GLICK, script writer for Radio Events Inc., New York, has just had a mystery novel, *The Sitting Buddha*, published. Glick is also the author of a number of articles on Chinese life in America and edits a newspaper column on the Little Theatre.

ED LAUX, formerly with WCAU, Philadelphia, has been placed in charge of remote dance pickups by the artist's bureau of WOR, Newark. Another recent addition to the WOR artist's bureau is Henry Frankel, formerly an independent vaudeville agent, who will act as a booker.

FAYETTE KRUM, author of *Girl Alone*, NBC serial, has gone to Pontiac, Ill., to work a month on the *Pontiac Daily Leader* to "get back into the newspaper atmosphere." She is continuing to write the script.

ROBERT MARAND has been transferred from the WBBM mail department to assist Hal Burnett, chief of the station's publicity staff. Marand succeeds Al Goodwin who recently resigned to join the staff of Tom Frizdale, Chicago publicity firm.

WILLIAM LEYDEN, NBC-Chicago page, who was a member of the announcing school conducted by Everett Mitchell, has joined the announcing staff of WHK, Cleveland.

GERTRUDE C. PEOPLES, chairman of the artists' auditions committee of the Buffalo Broadcasting Corp. (WGR and WKBW), and Radcliffe Hall, announcer and director of the *WGY Players*, were married May 29 in New York.

HAL LANSING, of WTCN, Minneapolis, has been named production manager. He succeeds Donn Clayton, who resigned to resume teaching.

WILL GROFF, for three years with WKBO, Harrisburg, has joined WORK, York, Pa.

PAUL CURLEY, son of former Governor James M. Curley, of Massachusetts, has been assigned to *Today's Winners*, turf program on WMEX, Boston.

ED PEARSON, former Boston and New York newspaperman, has joined WORL, Boston, as script writer. Bob Perry, mathematics instructor at Lexington, Mass., Junior High School, was selected for the announcing staff after appearing on the WORL *Auditions on the Air*.

DON CLARK, writer-producer, has been made program director of KFI-KECA, Los Angeles, succeeding Glenn R. Dolberg, with the stations for six years. Appointment was made by Harrison Holliway, general manager. Clark's most recent outstanding western assignment was *California's Hour*, which he wrote and produced last year on the Don Lee network under sponsorship of California Chain Stores.

WILLIAM DOUDNA, formerly radio editor of the *Madison* (Wis.) *State Journal*, is now on the announcing and production staff at WHBL, Sheboygan.

FRED PALMER, production man at WLS, Chicago has been transferred to KOY, WLS affiliate in Phoenix, Ariz.

DAVID VAILE, announcer-producer, of KYA, San Francisco, has been named studio supervisor.

HAROLD FAIR, program director of WHO, Des Moines, addressed the Kiwanis Club at Newton, Ia., June 2.

TRAVIS CABINESS formerly of WBAP, Ft. Worth, has joined Radio Station KFRO, Longview, to take the place vacated by Earl Kalusche, chief announcer, who has joined WFAA, Dallas.

BEN SWEETLAND, commentator and director of *Your Friendly Counsellor*, KHJ, Los Angeles, daily quarter-hour program, was guest of honor and speaker at the International Peace Association meeting in Hollywood June 2.

JOE TWERP, free lance radio and motion picture writer, has joined KEHE, Los Angeles, as script writer and comedian and has been assigned to the weekly *Cosmopolitan Review* program.

BEN GAGE, at one time vocalist with Anson Week's orchestra, has joined the NBC Hollwood announcing staff and is handling the remotes from the Ambassador Hotel, Los Angeles.

JOHN NEWHOUSE, formerly of WFMD, Frederick, Md., and Woodrow Ott, formerly of WRAK, Williamsport, Pa., have joined the announcing staff of WESG, Elmira, N. Y. Glenn Williams, formerly of WKOK, Sunbury, Pa., has been named to the WESG staff as special events announcer. Harold Wagner, announcer, has been program director of WESG and Earnest Oliver has been promoted to local sales manager to replace Glover DeLaney who has joined WFBL, Syracuse, N. Y.

SAM HENRY, sales promotion manager of WBS, is spending his vacation in uniform at the National Guard Camp at Watertown, N. Y.

SAM HAYES, Pacific Coast newscaster known for six years as the *Richfield Reporter*, on May 24 signed with Transamerican Corp. for a series of nightly newscasts to begin in mid-June. The programs will originate at KNX in Hollywood, and be heard over KNX and KSFO.

CLAIR CALLIHAN has been named musical director of KFRU, Columbia, Mo., to replace James Randolph, resigned. Max Cole has joined the KFRU announcing staff. Charles Phillipp, KFRU sales representative, was married June 5.

BILL BIVENS, of Greenville, S. C., has joined the announcing staff of WBT, Charlotte. He was formerly with WJSV, Washington.

LINN CHURCH, chief announcer with KYA, San Francisco, for the last six years, tendered his resignation June 13.

CONNIE BLAKE, CBS traffic department, has been transferred from San Francisco to Los Angeles in connection with CBS operations changes.

ROBERT UMBACH, former sports announcer of WATL, Atlanta, and Jack Bush have been named to the announcing staff of WLBC, Muncie, Ind.

FOSTER MAY, *Man-on-the-Street* and news commentator of WOW, Omaha, has been delivering a series of commencement addresses at various high schools in Iowa and Nebraska.

VICTOR ECKLAND, KGER, Long Beach, Cal., announcer, was married to Netha Duck, violinist, of that city, June 2.

JOE MICCICHE, chief announcer of KRKD, Los Angeles, is the voice for the Fox Movietone News release on San Francisco Golden Gate Bridge ceremonies.

JAMES BLOODWORTH, KHJ, Los Angeles continuity writer for the past year, has been made continuity editor.

GERTRUDE BERG, author of *The Rise of the Goldbergs*, will resume writing, directing and participating in the series on NBC this fall.

JOHN KENNEDY, formerly an announcer of KHJ, Los Angeles, has joined KFAC, that city, in a similar capacity, succeeding Bertram Symes, resigned.

SHELTON YOUNG, formerly of WBAL, Baltimore, has joined the announcing staff of WJSV, Washington. Jerry Lee Pecht, lately of KLZ, Denver, has taken Young's place.

FREDERIC W. AYER, formerly of WIRE, Indianapolis, has been named merchandising director of WLBC, Muncie, Ind.

EDWARD SIMMONS, program director at WAAF, Chicago, for the last five years, joined the production department of WGN, Chicago, June 14. Jack Odell, continuity editor at WAAF for two years, has been appointed Simmons' successor.

JOE GARRETT, formerly with WIP and KYW, Philadelphia, has joined WNEW, New York, as assistant production manager. Vita Kane, assistant in the program department, will be married June 29 to Dr. Frederick Marek, of Vienna, Austria.

GILBERT FORBES, formerly with WIL, St. Louis, has joined WKBB, Dubuque, Ia., as news reporter and commentator.

ED LAUX has resigned from the William N. Scheer Agency, Newark, to join the Mutual Network, and the agency, which uses its own announcer on its accounts, has engaged Bob Becker to replace him.

HARMON J. ALEXANDER, script-writer for Radio Events, is trying out new program ideas in his own summer theatre at Camp Copake, Caryville, N. Y.

JOHN FITZGERALD, since 1934 staff organist of WHDL, Olean, N. Y., has been chosen by Warner Brothers, motion picture concern, to represent it in the National Organ Contest to be held in Cleveland in September.

Ruling on Status of Artists Is Sought To Clarify Network Personnel Problem

BECAUSE of the uncertainty of the status of radio artists for Social Security purposes, NBC has advised all of the program sponsors and advertising agencies with which it does business as to a procedure it will pursue until such time as there is final adjudication of this issue.

In a letter sent last month to the entire roster of sponsors and clients, Mark Woods, NBC treasurer, pointed out that the network's attorneys are collaborating with counsel for the American Association of Advertising Agencies in an effort to obtain rulings on the status of radio artists insofar as Social Security is concerned. In the interim, he pointed out, NBC is classifying its sustaining artists as network employes or as independent contractors "according to our best lights". The text of Mr. Woods' letter follows:

This letter is being sent as a matter of information to all sponsors and advertising agencies with which NBC does business.

As you no doubt are aware, there is uncertainty as to the status of radio artists for social security purposes. Our attorneys are collaborating with George Link Jr., counsel for the American Association of Advertising Agencies, in an effort to obtain rulings upon the subject. In the meantime, we are classifying our sustaining artists as our employes or as independent contractors, according to our best lights.

As regards artists engaged through us for commercial programs, as a general rule NBC acts as the manager or other agent of the artist and not as his employer. It is up to the particular sponsor and its advertising agency to decide whether the artist on their program is an independent contractor or an employe of either of them. The exceptions to the general rule that NBC acts as the agent of the commercial radio artist are as follows:

1. Instrumental musicians furnished by us at union rates pursuant to our union contracts and through a union contractor in our employ, i.e., the members of our house orchestras and our staff conductors. Our attorneys advise that the particular sponsor or advertising agency is, probably, jointly liable with us for social security taxes upon payments made these men for such services. But in view of the special circumstances under which these men are engaged and the practical problems which would otherwise arise, we have decided, as part of our service, to assume this obligation in full. Our action in so doing must not, however, be taken as creating a precedent.

Conductors and instrumental soloists under management contracts to us (or to someone else through whom we engage them), furnished at special compensation, we acting as their agent and receiving a commission, are not included in the foregoing exception; the question remains as to whether they are independent contractors or employes of the particular sponsor or advertsing agency.

2. Radio artists, regardless of the nature of the services performed, furnished by us in connection with a program sold by us as a "complete package," i.e., where we are paid $X to build, direct and produce the program and we have the right to pick the artists and make our own agreement with them as to their compensation. In such cases NBC acts as a principal and not as an agent; as between NBC, the advertising agency and the sponsor, NBC is the employer, if any one of them is.

3. Staff announcers, production men, engineers and other personnel in our general employ whose services on commercial programs are covered by our facilities charge. Included in this exception are sound effects and engineering servces for which a special charge is made but which is payable to us as the employer of the men and not as their agent. Excluded would be an announcer, producer or script writer under management contract to us, furnished at special compensation, we acting as his agent and receiving a commission. The distinction is that in the first case the services are rendered within, and in the second case without, the scope of the individual's employment by us.

We shall endeavor to advise you promptly of cases affecting you which fall within either of these three exceptions. We would appreciate it if you would make known the contents of this letter to the parties interested in your organization.

Exposition Radio Staff Assumes Duties in Texas

WHEN the Greater Texas and Pan-American Exposition opened in Dallas June 12, 20 staff members assumed their duties at the Gulf Radio Studios on the exposition grounds, James W. Crocker, director of radio for the exposition, has announced. Mr. Crocker has as program director Jack Lyman, who served as chief announcer at last year's exposition and who has been assisting him since January.

The following staff members reported for work the first week in June: Ray Lackland, formerly associated with several Texas stations; Fred L. Edwards, former network announcer; Fritz Kuler, who has worked in various South Texas stations; Gene Heard, formerly at WFAA, Dallas, and recently of KRBC, Abilene; John Hughes, part-time announcer on WRR, in Dallas, Harry S. Keith, technician with the 1936 show, is chief of operations, assisted by eight technicians: O. A. Walden, Jack Brown, E. M. Keith, J. D. Henry, H. L. Altfather, R. L. Ludwig, W. M. Jurek and C. P. Joyce. Other radio staff members are Howard and Bob Bogarte, page boys; Betty Allin, receptionist and stenographer; Marjorie Luethi, continuity writer and receptionist.

Cupid at NBC

CUPID is working overtime at NBC's New York headquarters these days. On May 29, Gerard Wolke, assistant manager of the guest relations division, was married to Eloise Dawson, former NBC hostess, at the Little Church Around the Corner. On June 5, John Baxter of NBC artists service sales promotion, married Patrice Jane McCormick of J. Walter Thompson's art department. The following day, June 6, Lillian Mone, NBC telephonist, was wedded to Daniel Dibianco. And on June 13, George Sax, NBC artist booker, married Eleanor Chascione at Mt. Carmel Church in Astoria, home of the bride.

Musical Union in Chicago Given CIO Recognition

THE American Musicians Union, independent Chicago organization, has been officially recognized by the Committee for Industrial Organization, bringing a potent factor into the Chicago union musician's picture and giving Joseph Petrillo his first serious competition since he became head of the Chicago Federation of Musicians some 20 years ago. Only jurisdictional rights have to be straightened out before the actual charter is granted. The CIO is willing to give the AMU jurisdiction over Cook County (Chicago) but the AMU would like to have jurisdiction over territory within a 50-mile radius of Chicago.

AMU has local chapters in five other cities including New York, [BROADCASTING, May 15]. However, CIO recognition has only been conferred upon the Chicago group. There is a possibility that at a later date the CIO may reorganize the entire six locals. Chapters in addition to Chicago and New York are in St. Louis, Minneapolis, Springfield, Ill., and Danville, Ill.

BEST NBC RECORD — For transmitter operations during 1936 was achieved by engineers of WGY, Schenectady, and they were awarded a handsome plaque in recognition. Here are, left to right, Boyd Bullock, of General Electric Co., presenting the plaque; W. J. Purcell, WGY chief engineer; George McElrath, assistant chief engineer of NBC; Ralph Sayer, and Kolin Hager, manager of the Schenectady station.

Appeal Considered In WMAL Holding

PROSPECTS of acquisition of WMAL, Washington, by Hearst Radio Inc., which has been in litigation for the last two years seeking specific performance of a purported contract to purchase the station for $285,000, were dimmed June 1 when the U. S. Court of Appeals for the District of Columbia sustained the finding of the District Court in Washington that no actual contract for the sale had been completed.

Whether the station, now operated by NBC under lease but owned by the heirs of M. A. Leese, will be sold or retained by the heirs remained questionable. There is also the possibility, it is understood, that Hearst Radio will seek a Supreme Court review of the case.

Leased for Three Years

In the litigation, Hearst Radio contended that in January, 1935, by written agreement, the heirs to the Leese estate had agreed to sell the station for $285,000 plus a three-year studio rental figure of $108,000. The lower court held that the contract had not been consummated and the Court of Appeals affirmed this decision. WMAL is the NBC Blue outlet in Washington and on Jan. 12 last that network renewed for a three-year period from Dec. 31, 1937, its lease of the station. It has been operating WMAL under a five-year lease at $36,000 per year, including studios. The renewal was understood to be at about approximately the same figure.

The lease renewal also carried a provision that whatever the outcome of the Hearst litigation, NBC would continue operating the station for the new three-year period.

A half-dozen applications for new station facilities in Washington, two of which involve WMAL, now are pending before the FCC. It is understood, also, that other interests in Washington, including at least one newspaper, are seeking purchase of WMAL from the lessees in the event the Hearst contract is finally ruled out.

Montgomery Ward Disc On 70; Will Add in Fall

LAUNCHING one of the biggest transcription campaigns of the season, Montgomery Ward & Co. started a thrice weekly campaign on 70 stations June 14 with about 30 more stations to be added in the fall when the program will be broadcast five and six times weekly. Titled *Neighbor Jim* and featuring Joe Emerson, vocalist, a pianist and organist, with George Thorndike as announcer, the program is being placed locally by Montgomery Ward retail store managers all over the country. Lord & Thomas, Chicago, is in charge of production of the program with NBC, Chicago, transcribing the series. The following stations started June 14:

WOKO, WHN, WHDL, WCSH, WDEV, WCAX, WBLK, WAGF, WJEJ, WOPI, WLAK, WSUN, WPTF, WJBC, WTMV, WMBD, WCBS, WGBF, WBOW, WAVE, WJIM, WKBZ, WEXL, WHKC, WTJS, WIBA, KLRA, KGHF, KGNO, KWBG, WIBW, KFH, KALB, WJBO, KVOL, KMLB, KRMD, WJDX, KGGM, KCRC, WKY, KNOW, KTAT, KGBK, KRRV, KLZ, WOC, KSTP, WMFG, CJIC, KLPM, KSOO, KTRB, KMJ, KFBK, KGHL, KGVO, KIDO, KID, KFXD, KFJI, KMED, KOIN, KSLM, KVOS, KFPY, KPQ, KIT, KWYO and WAIR.

Hawaiian Juice Test

HAWAIIAN PRODUCTS Co., Beverly Hills, Cal., to introduce Haley's Papaya Nectar, a Hawaiian fruit juice, to the consumer market, is conducting an eight-week test campaign on KMPC, that city, using six days weekly a quarter-hour transcribed series *Hawaiian Musical*. It is the sponsor's first radio, previous advertising having been confined solely to newspapers and magazines. So successful is the short test proving that an extensive radio campaign is being planned and will include various Pacific Coast stations, according to George B. Collins, manager.

10 Years' Selling Time

I am a married man, thirty-two years of age, and have been identified with the selling end of radio advertising since 1927. Have been sales manager of an NBC affiliate; national sales manager of a 5,000 watt daytime station; and operated my own business as a special representative. At the present time I am an applicant for a station. Should it not materialize (decision expected by July 15th) I will be available and will be interested in either a position as sales manager or part owner of a station located in a city of not less than 200,000 population. Would also consider a straight selling job if satisfied that same offered possibilities of making upwards of seventy-five hundred dollars per year. Can also offer financial assistance to one interested in expanding or in the construction of new station. Let's talk it over during the convention or write me in care of BROADCASTING. Arthur H. Croghan.

PURELY PROGRAMS

Five Bucks a Throat

THE *Easy Iowa Song Fest* heard on WMT every Sunday afternoon originates from the stage of the Paramount theater in Cedar Rapids. During the community singing portion led by Doug Grant, Benne Alter takes a portable mike and walks through the crowd holding the mike in front of someone who is singing. At the same time he gives the singer a ticket with a number on it and relays that number to the WMT studios where a judge is listening to the program. The judge listens to the various voices during the community singing and picks the winner. At the close of the show the winner is called up on the stage and presented with a $5 bill.

* * *

Police Show-Up

BROADCASTING of a "public show-up" at Indianapolis police headquarters for what is believed to be the first time in the country took place recently when WIRE outlet aired the program. The broadcast was handled by detective lieutenants but the prisoners did not know their answers to police questions were going on the air. Arrangements for the informal program were made with police department officials who have had complete charge of the unexpurgated show.

For Coast Candid Addicts

BORROWING an idea from recent candid-camera antics in New York and Chicago night clubs, KSFO, San Francisco, has started a weekly half-hour show called *The Camera Club of the Air* to which passes are issued to candid addicts. Floodlights, reflectors and other equipment have been installed, and the audience is privileged to snap away while the show is on the air. Prizes are offered for the best shots taken each week. In addition to the studio fun, the program offers real "meat" to the radio audience in the form of technical and non-technical discussions on photography. Written by J. C. Morgan, KSFO program director, the feature is announced and emceed by Bob Riechenbach, KSFO sales promotion manager. Both are well-known amateur cameramen.

* * *

Musical Atmosphere

SETTING the music to the program is successfully accomplished on *Universal Revue*, heard over WEBC, Duluth-Superior five times weekly. Each week a different musical setting is provided. Folk Music, and music by native composers, of a foreign country is chosen. Universal Milling Co. sponsors the program, and works in commercials by giving recipes of favorite pastries and breads of the country visited. The program is now in its 61st week. Cash prizes are offered for tested recipes with Universal Flour, the product plugged on the quarter-hour show. Betty Gale, WEBC spieler, writes and produces for the sponsor.

* * *

Hollywood of Long Ago

EXCERPTS from his colorful experiences as one of the first motion picture luminaries, is given by Hobart Bosworth during his weekly quarter-hour CBS transcontinental *Dean of Hollywood* program from that city. Hollywood of long ago, when motion pictures were in their infancy and stars born over night is the theme. His first appearance in the "galloping tintypes" was made in 1909 when he starred in "The Power of the Sultan". Since that time he has been known in the motion picture world under the title which identifies his CBS *The Dean of Hollywood*.

* * *

No Chatter Allowed

MORE music and less talk is the slogan of WPRO, Providence, R. I., for its summer programs. Stephen Willis, WPRO manager, has been deluged with requests for civic interest talks so he reduced the usual five-minute speeches to effective dramatic spot announcements and said with something of a knowing smile, "They shall have music." The customers like it.

* * *

Little Popper Offers

KDYL, Salt Lake City, has the town talking with its *Vox Pop Jr.* program for youngsters. The series comes from Liberty Park, amusement center. The Junior Vox Popper canvasses the playgrounds with questions designed for adolescent response.

Town Meeting on Street

AFTER finding from a survey that the public wasn't quite so anxious to hear the usual vox pop street show with teaser questions, catch questions and fact-finders, WGAR has inaugurated a new twist, combining several other features. Dave Baylor and Graves Taylor interview passers-by but subjects deal with current news events. Then three persons are given the chance to talk about anything they like during one minute of their time. Some take politics; others, hobbies; others discuss civic problems. Reaction has been good and draws much mail, usually rapping some person who has been on the air. Then, writers of such letters are invited to come down and take the opposite viewpoints. Once weekly a discussion topic is announced in advance. Persons are invited to come and participate. Franklin Lewis, sports editor of WGAR, on his weekly *All Sports Forum*, asks outstanding sports personalities to answer questions from fans. Since the stunt started the studios have been jammed.

* * *

Just Drop a Card

KVOA, Tucson, Ariz., has a one-hour daily participating program featuring Spanish music and Isaac Avina, Spanish announcer and commentator. So many requests for musial selections kept coming in that KVOA had a lot of postcards mimeographed and sold them to the participating merchants who distributed them to customers. So far, KVOA has receved 2,000 cards a month since distribution began. Slant: Most people are too lazy to write requests and dealer distributon is a good tie-in.

* * *

From Bus to Mike

FROM Union Bus Terminal the *Bus Broadcaster* brings to the audience of WCBS, Springfield, Ill., a new slant on the street broadcast idea. People from all over the country are interviewed giving their opinion on timely topics and stories of their various travels. Colorful effects are made possible through the cooperation of the local bus attendants, including the arrival and departure of buses, the calls and adventures of the Red Caps. Prizes are offered on the program for best questions.

* * *

Cool Off With Hot Music

BELIEVING that music, especially in the lighter mood, is the "coolest" thing to listen to, the program board of KFRU, Columbia, Mo., revised programs to conform with this philosophy. A feature of KFRU's daily schedule is *Unbroken Melodies*, straight musical shows minus the usual introductions. The *KFRU Saturday Nite Club*, 10-12, features two solid hours of dance melodies with announcer breaking in only on the quarter-hours with program and station acknowledgments.

* * *

Labor in the Spotlight

LANGDON W. POST, chairman of the New York Housing Authority, on June 8 broadcast a discussion of *Labor and the Wagner Housing Bill* on WEVD, New York, as the first of a new series of programs on the general theme, *Labor Legislative Trends in the Nation*. Programs will be broadcast twice weekly as a part of the WEVD *University of the Air*, arranged and directed by Morris S. Novik.

FOSTER'S SPELLING BEE

Foster May, the middlewest's original "Man on the Street," is still going strong! His latest innovation on Omaha's busiest downtown intersection was an old-fashioned spelling bee . . . and it looked like a riot. Listeners called it a "nice program," but advertisers recognize it as typical WOW showmanship!

590 Kc. 5,000 Watts **WOW**

Omaha, Nebraska

Owned and Operated by the Sovereign Camp of the Woodmen of the World

ON THE N. B. C. RED NETWORK

News Breaks

TO PROMOTE news periods, as well as to serve the listener better, KOIL, Omaha, recently inaugurated a series called *KOIL Radio Headlines*, consisting of short news flashes, scheduled any time there is no "break" announcement. Details are given in very few words, and the listener reminded of the full story to come on the next news period. Five minutes before the headline, an alarm rings in the news room and the hottest story since the last flash or news period is prepared for the break. As soon as the clock rings, the man on the desk sets it for the next headline.

* * *

Civic Get-Together

WMBH, Joplin, recently instituted a daily half-hour of civic get-together programs put on by talent from the different communities, a different one each day. Music or other entertainment features take up approximately 20 minutes; plain old civic "booserisms" go for about 10 minutes. The series is billed as *Exploring Little America*, the station's name for its primary area. Communities may handle their own program entirely; the station will prepare and present it; anything is allowed, within reason.

* * *

KMA Crew on Road

FOLLOWING the successful example of the *WHO Barn Dance*, which has played the theaters of cities and towns of Iowa and other states, KMA, Shenandoah, Ia., has sent its *Barn Dance*, a troupe of 18 directed by Howard Chamberlain, formerly of WLS, Chicago, and the *National Barn Dance*, to various towns throughout its territories. They are broadcasting from each city visited before paid audiences. A "town booster" feature, usually a speech by a leading local citizen, is also tied in to give the program a community boost.

* * *

I Do

SOME friends of KOY, Phoenix, Ariz., wanted to get married on June 3 and in honor of the Duke and Wally the station declared an *All Lovers Day* program, consisting of organ music, string ensemble, choir and soloist timed for noon weddings. Local folks like the idea and a dozen couples used the occasion and KOY's music for their own weddings.

* * *

Raise The Ante!

PRIZE for the winner of Miami Valley spelling bee on WHIO, Dayton, O., was a five-day, all-expense tour of Washington. Over 15,000 students competed in the annual city and county contests and winner William Cail, 14, got the grand prize when he spelled "armada" correctly. Slant: Bigger the prize, the more good-will.

* * *

Parents and Teachers

CHARACTER building in schools is the keynote of a series on WCMI, Ashland, Ky., during which members of the Parent Teachers Asso., school teachers and pupils of local schools participate. Good-will tie-in of parents, teachers, and pupils.

* * *

Mike in Market

A NEW WGN show has Jess Kirkpatrick, announcer, interviewing women from different Chicago stores and markets weekly. Titled *Women in the Store*, the program is sponsored by Wilson & Co., Chicago. U. S. Adv. Corp. is the agency.

Gold Cups for Silver Tongues

TYRO announcers, competing for fame in KYA's Sunday "Microphobians" program, are offered a gold cup, engraved with the name of the weekly winner. The cup is the gift of the Jenkel Jewelry store, San Francisco. Award is made on the basis of mail returns received from the radio audience, the presentation of the cup being made the week following the contest. Although run as a sustainer, Jenkel Jewelry store is given mention during the broadcast in exchange for the trophy award.

* * *

Do You Remember?

IN *Headlines of 1927* and *Headlines of 1912*, a new series of programs on WCKY, Cincinnati, events of 10 and 25 years ago are recalled by Elmer Baughman, WCKY staff announcer and narrator. Material for the broadcasts is taken from old newspaper files and will indicate the fashions and business trends of those periods. Local interest builder, informative to the younger generation and amusing to the older.

* * *

Ends of the Earth

PROGRAMS direct from the Field Museum, Chicago, are being broadcast weekly over WGN. The series is built around the museum's expeditions with each program dramatizing one of the exhibits on public display there. Famous explorers and zoological leaders are featured in the weekly show which is titled *From the Ends of the Earth*. The series is under the joint auspices of the Field Museum and the University Broadcasting Council, Chicago.

* * *

Good Will Tour

A SERIES of special remote broadcasts, covering the Goodwill Trade Tour of the Minneapolis Civic and Commerce Association to South Dakota during June, was to be carried by WCCO, Minneapolis. Eight broadcasts from towns in South Dakota were planned for June 14, 15 and 16. Engineers and other representatives of WCCO accompanied Minneapolis business leaders to stage the eight broadcasts.

* * *

Kids and Pets

CHILDREN's pets are the center of attraction in *Animal News Club*, a recent series begun on NBC-Blue network featuring Miss Lou Rogers, writer and entertainer. Children's own stories about their pets and tales of the zoo and circus will highlight the programs. Instruction about the care of animals will also be given.

* * *

From Verse to Worse

AMATEUR poets are given their chance to speak their poems to a listening world in a new program, *Today I Am a Poet*, broadcast for a half-hour each Monday evening on WHN, New York. But first each aspiring poet must prove himself by completing a poem read to him before the microphone. If he fails he gets the gong; if he succeeds he can then recite his own masterpiece.

* * *

In Case of a Tie

JUDGES actually didn't agree on the winners of a recent contest program called *Linda's First Love* broadcast on WSPD, Toledo, O. So six watches were given away instead of five and one more winner felt a lot better towards one more sponsor.

Cricket in Wind

IT WENT "chirp chirp" just like a cricket everytime Carl George turned on the wind machine for rehearsals of a winter drama at WGAR, Cleveland. The wind and wolves were fine, but no chirps were wanted. Tests and oil didn't help. The night of the show, Mr. George was checking up on cues and discovered a live cricket in the machine.

Prizes for Safety

CASH awards for safe driving and adaptation of man-in-street idea to a safety campaign are the features of a series on WFAS, White Plains, N. Y., sponsored by the Mayflower Stations Inc. Pedestrians and motorists are questioned by a roving announcer and a member of the police traffic department is on hand to check the answers. Tie-in is the Mayflower Safety Patrol which cruises the streets and chooses a safe driver who receives a cash award.

* * *

Where to Find Work

REVERSING the usual program for the unemployed, KRKD, Los Angeles, presents *The Day's Work* thrice weekly during which Ruth Hickox, employment counselor of the California State Employment Service, seeks out the job hunter, tells of jobs on file, discloses the qualifications and tells where the jobs can be obtained.

AN IMPORTANT NEW SERVICE FOR ALL IN RADIO

NATIONAL RADIO REGISTRY

The Nation's Clearing House for Radio Talent and Personnel comes as an important new service, wholeheartedly welcomed by advertising agencies, radio stations and networks as well as by radio performers, technicians and others employed in radio.

In a monthly bulletin, are listed in sharply divided classifications, the names, addresses, and qualifications of persons now employed in radio and persons wishing to break into radio. This bulletin is sent to over two thousand radio stations, advertising agencies, large individual companies and program builders throughout the nation.

The listing fee of one dollar is the only charge, and for this reason it is definitely a service which you (as a person now employed in radio, or wishing to get into radio work) should use to advantage. You are invited to write for information, or come in today and list yourself so that your name will be included in the next National Radio Register.

NATIONAL RADIO REGISTRY

The Nation's Clearing House for

Radio Talent and Personnel

Suite 569

415 Lexington Avenue at 43rd Street

New York City

WDBJ
5000 WATTS (DAY)
1000 WATTS (NIGHT)
A GOOD STATION IN A RICH MARKET
WDBJ—the only network station in the Western portion of Virginia—is doing an outstanding job for advertisers in the rich Roanoke and Southwest Virginia market. WDBJ's daytime business has increased more than 500% since its power increase and the installation of all new equipment last Fall.
Representatives
CHICAGO
Sears & Ayer
NEW YORK
Craig & Hollingbery
WDBJ
in the heart of a great TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

Movies Urged to Grab Television

(*Continued from page 7*)

corporations interested in television to impress the representatives of trade papers, financial institutions and the American press, the writer recognized the total failure of the television industry to approach the subject of program production from the proper viewpoint.

"The laboratories are bending every effort to produce the ultra in equipment. Yet when that equipment is put to use for experimental broadcasts, the production lacks finesse. To be successful in creating public acceptance and interest in this new art, it will not be sufficient to have perfect transmitting and receiving equipment. Programs must be carefully designed and produced or failure will result.

"The British Broadcasting Corporation in 1935 reported that they averaged 26 hours rehearsal time for a 45-minute transmission using trained talent. That figures 34.6 hours of rehearsal time for the entire cast per hour actually on the air. The reason for this very high figure is no doubt due to the fact that unlike the motion picture, no retakes can be made. Every actor and actress must be letter-perfect in both lines and business for one take and only one.

"To produce a studio television program demands much more than players who can read lines, good orchestras, and efficient sound technicians, which are the only essential studio elements in radio broadcasting. The successful studio television production must employ all the trades, research, sets, equipment and technique of the motion picture producer.

"Existing radio broadcasting studios are not designed to accommodate the equipment and sets which must be a part of television. Ample area must be provided for the maximum number of players, musicians and technicians required for the largest production to be undertaken. Latitude must be given the cameramen and cameras which must be mounted on wheels so that they may be moved to wherever action takes place. Dressing rooms and wardrobes are absolutely necessary whenever a production dealing with any historical period is to be presented. All productions will require make-up of the players and special wardrobes will be necessary in many cases.

"A research laboratory is essential if accurate detail is to be provided. Special high-intensity illumination of the set is necessary if the pick-up cameras are to record all details within the range of focus. Any error or slip on the part of players or technicians will be recorded on the receivers before the director or the production or the individual responsible is aware that a mistake has been made.

"Studio television production must of necessity be limited in its scope; exteriors of the sea, the plains, the forest or the frozen north can only be made outdoors. The desire of the television interests to reach the largest possible audience will result in television broadcasting in nearly all cases during the evening hours. Exteriors after dark are, of course, out of the question.

"In those experimental broadcasts obeserved where motion picture film was the medium broadcast, excellent results were obtained when the film was selected with proper consideration for the limitations of television.

"It is most clear that the television broadcasting production must be directed by persons qualified by long years of experience in visual entertainment, who are familiar with all the technique of the motion picture industry."

Conclusions of Report

The report, after citing the statements of radio and banking industry leaders to the effect that television's eventual emergence is inevitable, reaches the following conclusions:

Television is regularly scheduled and broadcast today in London and Berlin. In the United States experimental broadcasts are in the air every day.

The apparent delay in the United States is caused by the problems of inter-connection of cities for television broadcasting as is done with radio, and the geographical distrbution of transmitters in a manner which will not provoke interference. There are other problems of less importance for which solutions may be found at any moment.

Some of the research groups here have made great advances in the transmission of images. Excellent clarity of tone is now combined with pictures of high definition.

The American television screens show pictures of only 7 by 10 inches [See BROADCASTING, May 15, June 1]. Foreign screens are now comparable with those used in motion picture theatres.

There can be no doubt that television in America must eventually offer a larger picture if it is to possess real entertainment value.

Close up views are by far the most interesting. When the iconoscope camera attempts more than head to waist views details are lost.

So far experimental broadcasts designed especially to stimulate interest in this new art have demonstrated that showmanship has been sadly missing.

The shows are poorly staged, which reveals the truth in what the technicians say, that the programming problems are as great as the scientific riddles.

The artistic side of this new art needs showmen and needs them badly. It is most apparent that the scenic designers, make up experts, directors and all those artisans who make the motion pictures what they are have not found their way into television yet. When they do it will be a boon to the productions.

Live talent in studio television presentations must consist of actors and actresses who are famous for their work on the stage and in motion pictures, if public interest is to be aroused.

Most radio actors are not qualified by training or experience to meet the exacting requirements of this new art. All characters in a studio television broadcast must be letter-perfect in lines and business. Television is a "one-take" show. If any slip or error is made, it is recorded on all receivers tuned to the station at the exact second of its occurrence. No radio broadcasting station is equipped with the studios and other paraphernalia necesssary to produce a television show. The highly developed technique of the motion picture meets all the requirements of television save two: 1—Make-up for motion picture takes is not satisfactory for a studio television production, due to the inability of the iconoscopes faithfully to record color contrasts; 2—Costuming of players and the coloring of sets must be carefully studied in studio productions so that proper lighting contrasts can be recorded.

Much speculation exists regarding the alleged threat of television to the future security of the motion picture industry. Belief that the motion picture will suffer when television becomes a commercial fact appears to be without foundation. After observing the experimental broadcasts of this new art, one is aware at once that the motion picture industry, which alone possesses all the elements of successful television program production must become a part of this new art. The radio industry, due to its limited facilities is not equipped to produce an acceptable visual production.

Because of the terrific cost of interconnecting cities by coaxial cable (the only means now known), the motion picture industry has a great opportunity to produce programs on film and ship prints to television stations for local broadcasting. The four national chains now broadcast approximately 200 programs each day. It should be the aim of the motion picture industry to secure the production of at least 30 minutes of material for each chain daily. If this can be accomplished, it will increase the production of finished motion picture film in the U. S. by over 66-2/3%, according to figures supplied by the Motion Picture Division of the Bureau of Foreign and Domestic Commerce.

To increase production schedules to such an extent would be a titanic undertaking unless gradual expansion were planned. It is, therefore, evident that the motion picture industry must begin to consider the matter now if it is to accept in whole or in part the great opportunity which this aspect of television presents. Through the facilities of the Motion Picture Producers and Distributors of America, a cooperative effort should be planned and executed which would assure the industry its proper place in the development of this new art.

Movie Holdings

There are at the present three companies, members of the Motion Picture Producers and Distributors of America, who are financially interested in radio stations:

1. Warner Bros. own and operate Station KFWB in Hollywood, and it is said that during the past year formed a new subsidiary, Transamerican Broadcasting and Television Corp., with headquarters at 521 Fifth Ave., New York City. Transamerican is actively engaged in radio station representation and program production. Additional station purchases are contemplated by this group and as recently as March 22, Transamerican announced that it would hereafter represent the Loew-Metro-Goldwyn-Mayer radio interests.

2. Loew's Inc., a Metro-Goldwyn-Mayer organization, owns and operates station WHN in New York.

3. RKO motion picture interests are, of course, closely allied with the National Broadcasting Co. through the Radio Corporation of America, the parent company of the National Broadcasting Co.

Undoubtedly these interests have recognized the importance of motion pictures in television program production. Each of these interests or all of them may be preparing to organize a program-producing unit which would be attractive to television broadcasters. It would be a simple proposition for the radio and television industries to pool their interests.

Any contract arrangement individual producers might make with the radio and television interests to produce television program material could have no guarantee of permanence.

Television to Develop Own Art Form After Borrowing First From Movies

TELEVISION expects to borrow from motion picture technique in the beginning, although the peculiar needs of the new art will necessitate the development of its own art form as well as a distinctive technique of presenting programs.

So stated Ralph R. Beal, RCA supervisor of research, New York, at the Society of Motion Picture Engineers convention in Hollywood, May 28, when he was guest of honor and principal speaker at the television session. Mr. Beal described the present status of television development and also discussed some of the probably interacting effects of the new art with the sound motion picture. He intimated that such favors as television receives from the sound motion picture in its early years will be returned with interest in devices and methods developed for television which also will lend themselves to adaption to the Hollywood motion picture lot.

"You can teach us technique," he said, "but it must be almost inevitable if television is to achieve its own requirements in technique that we shall one day be offering you in return technical short-cuts to production." There is good reason for this belief, he said, in that the earlier development of radio and electronics, stimulated by the coming of sound broadcasting, had incidentally given rebirth to the motion picture, by adding sound to sight. It was pointed out that the old mechanical phonograph would not now be enjoying as it is an increasing degree of public interest, without the stimulus of electric recording and reproduction.

Mr. Beal also revealed that television technique requires instant switching from long-shot to close-up, without cutting. He said he understood that, under some conditions, a few minutes worth of usable film was considered a good days work in Hollywood. Applied to the creation of a television program of two hours duration, attempts to copy Hollywood might require a month or two to prepare for such a single show.

"If we balance the technical and program considerations of the sound motion picture and television, I think we must conclude that the first should have the advantage of leading in artistry, whereas the other must depend upon the spontaneity of its presentation. Where the one may offer the convenience of viewing, the other will attract by the degree of its artists perfection. I say this as one who is just as interested in the technical improvement of sound motion pictures as in television," Mr. Beal said.

He further pointed out that television programs, at least in their early stages of development, probably would rely upon the scanning of motion picture film to a considerable degree, since network hook-up of stations must depend upon the development of suitable means either radio relay or coaxial cable for interconnecting television transmitters. Mr. Beal concluded his talk by reaffirming his belief that television, like sound broadcasting, would find its place in American entertainment by augmenting, rather than displacing, present facilities.

But in the interest of the motion picture industry as a whole, a plan of production effort which will freely permit all producers to participate, rather than limit production to a small group, might be explored through or by the Motion Picture Producers & Distributors of America Inc. The radio and television interests, recognizing the great importance of motion pictures to the success of the new art, might cooperate to purchase motion picture producing facilities to produce programs in their interest. However, a production effort as suggested above would forestall such action by the radio and television interests.

Some in the motion picture industry may feel that it is too early to formulate plans as to what position it should take in regard to television. It must be remembered that while there are problems which must be dealt with before television is commercially practical, no one can predict with any certainty that a solution may not be reached at an early date. Television may be upon us before we realize it and preparations should be made now by the industry for its part in this new art.

Purchase of Control

If the motion picture industry is to get the greatest benefit from television, it must actively engage in the business of radio and television broadcasting, or produce the material for televison broadcasting. To do this, an association for profit in the nature of an open pool of television broadcasting rights might be formed by those now engaged in the industry sufficiently interested to contribute financial support. Such associations should have broad powers to engage in the business of radio and television in all its branches.

This new association might first consider the purchase of the control of stations not now included in the four major chains and form them into a national network. This plan offers the possibility of controlling only those stations which because of inadequate power, inadequate equipment, unsatisfactory operating time or frequencies, were not found desirable by the major chains.

An attempt to purchase such control and form a new network would involve long delays and many uncertainties. However, if such a plan could be carried to a successful conclusion the network would become the fifth national chain and would require an investment of great sums before it could be established as a dominant factor in the radio industry. It would be extremely difficult to recruit an efficient executive and operating personnel for such an enterprise. While this plan might be less expensive initially than the second plan, the completeness of the second plan recommends it as against the first.

The second plan is based on the purchase of control of an existing national chain of broadcasting stations. The NBC Blue Network, the Columbia Broadcasting System or the Mutual Broadcasting System are suggested as being properties which might be acquired. Each has a complete and efficient staff of executives and operating personnel with many years of experience. Each is made up of stations long established in desirable locations with modern equipment, satisfactory power, frequencies and broadcasting time. Each has a competent engineering staff fully conversant with television as it has developed here and abroad, and able to carry on as television becomes a commercial fact. Each enjoys an excellent reputation and representative audiences which make their facilities desirable outlets for sponsors.

The acquisition of any one of these networks would establish the motion picture industry in a well-organized and profitable enterprise. The control of an existing network will permit the industry to inject into its radio and television programs such material as it considers in the best interests of the motion picture industry and the public. Trailers of feature pictures could be made a part of its television program in such an appealing manner that the public would be induced to attend the complete showing of the pictures in the theatres. The stars of Hollywood are recognized as the most desirable material for radio and television productions by advertising sponsors.

It has been definitely established that radio programs with Hollywood Stars create the greatest audiences and pay the highest prices.

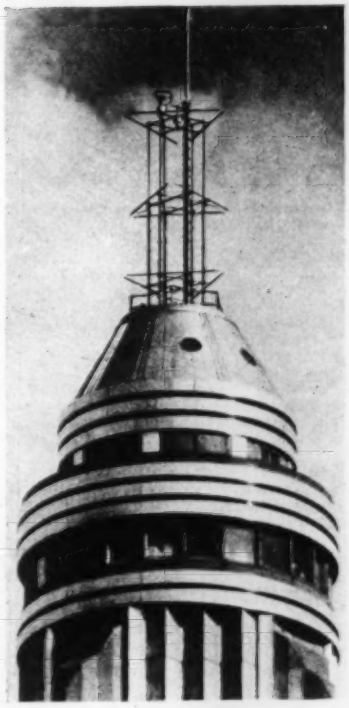
Due to engineering limitations in the geographic distribution of television stations, there will be keen competition for government licenses. The Federal Communications Commission, charged by Congress with the administration of the Communications Act, will undoubtedly give its favorable consideration to those applicants who can establish beyond question their ability to produce the best programs in the public's interest, convenience and necessity.

An organization such as any one of these existing chains, combined with the great resources of the motion picture industry, could present to the Commission the most valid reasons for requesting and receiving television licenses. The acquisition of any of these national chains would provide profits which could be used to purchase television transmitting equipment when available. Due to its limitations and extremely high cost, television will not replace radio broadcasting for many years. Sponsors will continue to carry on their advertising campaigns by radio, because it will permit them to reach the greatest number of people for their advertising dollar. Television cannot be denied—the people demand it, and sponsors want it.

The motion picture industry has its greatest opportunity for expansion knocking at its door to day. It must prepare now for this new industry which is certain to become an important part of our American life.

Inasmuch as the developments of the West Coast and Europe as recorded in this report were obtained without first hand investigation, it is recommended that they be investigated forthwith and that the findings be added to this report.

It is recommended that some provision be made to keep appraised of development both here and abroad as they may occur. A continuing survey should be made and results published at regular intervals.



TELEVISION TOWER—From this antenna array atop the Empire State Bldg., New York, RCA and NBC engineers are experimenting with 441-line television transmission, now capable of producing home-movie-size pictures [BROADCASTING, June 1]. Tallest point in Manhattan, the Empire State spire gives line-of-sight some 35 miles. It is from this transmitter, now secretly serving model receivers in laboratories, offices and homes of about 75 RCA-NBC officials and engineers, that television's first public service is expected to start.

Don Lee Officially Opens New Television Plant on First Visual Anniversary

OFFICIALLY inaugurating its new television sound channel transmitter, the television division of the Don Lee Broadcasting System, Los Angeles, on June 4 broadcast two special sight-and-sound programs in observance of the first anniversary of the opening of high-definition television demonstrations to the general public. "Sight" portion of the televised program, composed of current newsreels and short film subjects, was sent out on 45,000 kc. while the "sound" portion was broadcast on the new frequency of 54,300 kc. New transmitter is of the latest grid-modulated design and reproduces sound frequencies from 40 to 10,000 cyles with fidelity.

During the past year more than 10,000 persons, including scientists, engineers and government officials, have witnessed the daily television broadcasts, according to Harry Lubcke, Don Lee director of television. Periodic broadcasts have been witnessed by guests at a receiving set under normal home conditions at a location 3¾ miles north of the transmitter, and at private residences elsewhere in Los Angeles. Most difficult reception was successfully received last April during 74 separate demonstrations in Pasadena, Cal., a distance of ten miles from the television broadcasting stations, W6XAO, with a mile of three peak hills intervening.

Methods and technical apparatus used in these broadcasts are largely under patents to the Don Lee Broadcasting System and Mr. Lubcke. The sight-sound transmissions of W6XAO occur twice daily except on Sundays and holidays. Daylight schedule is as follows: Monday, 9-10 a. m.; Tuesday, 10-11 a. m.; Wednesday, 11 a. m.-12 noon; Thursday, 12-1 p. m.; Friday, 1-2 p. m.; Saturday, 2-3 p. m. Evenings, 6:30-7:15 p. m.

Kosto's Fall Plans

KOSTO Co., Chicago (prepared dessert), will start a spot campaign on 7 or 8 stations in September. Daily 100-word announcements will be used in the larger cities in Illinois, Indiana, Wisconsin and Michigan, with the possibility that Ohio and Minnesota stations will also be used. Perrin-Paus Co., Chicago, is agency.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

QUICK ECONOMICAL RESULTS for CLASSIFIED ADVERTISERS

BROADCASTING'S complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

Help Wanted

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

Situations Wanted

Outline your experience and qualifications in a classified ad in BROADCASTING. Some concern may need you—reach your next employer through BROADCASTING. Others have done it with success.

Wanted To Buy or Sell

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

Services

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in BROADCASTING.

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising

870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

General Mills Inc., Minneapolis, 10 weekly *t*, thru Blackett - Sample-Hummert Inc., Chicago.
Burrus Mill & Elevator Co., Fort Worth (Light Crust flour), 5 weekly *sp*, thru J. Walter Thompson Co., Chicago.
Crazy Water Co., Mineral Wells, Tex. (Crazy Crystals, Next shaving cream), 5 weekly *sp*, thru Rogers & Smith, Dallas.
Folger Coffee Co., Kansas City, 5 weekly *t*, thru Blackett - Sample-Hummert Inc., Chicago.
Morten Milling Co., Dallas (La France flour), 3 weekly *sp*, thru J. Walter Thompson Co., Chicago.
American Tobacco Co., New York (Cremo cigars), 6 weekly *ta*, thru Lawrence C. Gumbinner, N. Y.

WOR, Newark

Calo Products Co. Inc., Oakland, Calif. (Calo dog food), 2 weekly *t*. thru Emil Brisacher & Staff, San Francisco.
Standard Air Conditioning Inc., New York, 2 weekly *sp*, thru Arthur Kudner Inc., N. Y.
American Gas Machine Co., Albert Lea, Minn. (Kitchen Kook stoves), 2 weekly *t*, thru Greve Adv. Agency, St. Paul.
Alfred W. McCann Laboratories Inc., New York (special foods), 4 weekly *sp*, direct.
Swift & Co., Chicago (Premium meats), 3 weekly *sp*, thru J. Walter Thompson Co., Chicago.

WOOD-WASH, Grand Rapids

H. J. Heinz Co., Pittsburgh (soup), 120 *sa*, thru Maxon Inc., Detroit.
Beaumont Laboratories, St. Louis (4-way cold tablets), 100 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Swift & Co., Chicago (Flexo water softener), 36 *sa*, thru Stack-Goble Adv. Agency, Chicago.
Grand Rapids Brewing Co., Muskegon, Mich., 100 *sa*, thru Oliver A. Wallace Inc., Grand Rapids.

KFBK, Sacramento

H. D. Lee Mercantile Co., Kansas City (overalls), *sa*, thru J. Stirling Getchell Inc., N. Y.
Ball Bros. Co., Muncie, Ind. (fruit jars), *sa*, thru Applegate Adv. Agency, Muncie.
Gilmore Oil Co., Los Angeles (Red Lion), sa, thru Botsford, Constantine & Gardner Inc., Los Angeles.

WCKY, Cincinnati

Premier - Pabst Sales Corp., Chicago (beer), 1 *sa* June 22 before boxing match, thru Sears & Ayer, Chicago.
Scholl Mfg. Co., Chicago (foot treatment), 10 *sa*, thru Donahue & Coe Inc., N. Y.

WBT, Charlotte

Castleberry's Food Co. Inc., Augusta, 3 weekly *sp*, thru Groves-Keen Co., Atlanta.
Allis-Chalmers Mfg. Co., Milwaukee (All-Crop harvester), 2 weekly *t*, thru Bert S. Gittins, Milwaukee.

WAAB, Boston

Hecker Products Corp., New York, (Force cereal), *ta*, thru Erwin Wasey & Co., N. Y.

WEAN, Providence

Ironized Yeast Co., Atlanta, 9 *t*, thru Ruthrauff & Ryan Inc., N. Y.

KEHE, Los Angeles

Vernon Nussbaum Co., Los Angeles (dried fruits & juices), weekly *sp*, thru Glasser Adv. Agency, Los Angeles.
Union Pacific Stages, Los Angeles (transportation) 3 weekly *sp*, thru Beaumont & Hohman Inc., Chicago.
Huffmann - Holmes Co., Los Angeles, (H. & H. foot exerciser), 3 weekly *sp*, weekly *t*, thru Advertising Arts Agency, Los Angeles.
de Elorza Cosmetics Inc., Hollywood, (shampoo), weekly *sp*, thru Continental Adv. Service, Hollywood.
Carter Medicine Co., New York, (liver pills), 6 weekly *ta*, thru Street & Finney Inc., N. Y.

WGY, Schenectady

Baker Extract Co., Springfield, Mass., weekly *sa*, thru William B. Remington, Springfield.
Emerson Drug Co., Baltimore (Bromo-Seltzer), 300 *sa*, thru J. Walter Thompson Co., N. Y.
American Oil Co., Baltimore (Amoco), 3 weekly *ta*, thru Joseph Katz Co., Baltimore.
Durr Packing Co., Utica, N. Y. (meat), 6 weekly *sa*, thru Moser & Cotins, Utica.
Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winner cigarettes), 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

KMBC, Beverly Hills, Cal.

California Lobaknamel Co., Los Angeles (enameling process), 6 weekly *sa*, thru Allied Adv. Agency Inc., Los Angeles.
Kenny Food Products Co., Los Angeles (packaged salads), 6 weekly, *sa*, direct.

WHN, New York

Chicago Food Products Co., Chicago (Silver Skillet Hash), 6 weekly *sa*, thru Gotham Adv. Co., N. Y.
Reymer & Bros. Inc., Pittsburgh, (Lem'n Blend), 6 weekly *sa*, thru Walker & Downing, Pittsburgh.

WNAC, Boston

Armand Co., Des Moines, Iowa (Face Powder), 91 *sa*, thru Coolidge Advertising Agency, Des Moines.
Procter & Gamble Co., Cincinnati (Drene), 9 *t*, thru H. W. Kastor & Sons Inc., Chicago.

KFWB, Hollywood

Huffmann - Holmes Co., Los Angeles, (H. & H. foot exerciser), 3 weekly *sp*, thru Advertising Arts Agency, Los Angeles.

KFRC, San Francisco

Dodge Bros. Corp., Detroit (automobiles), 13 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy), 65 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Nu-Made Mayonnaise, Los Angeles, 90 *ta*, thru Lord & Thomas, Los Angeles.
Oregon State Highway Commission, Portland, Ore., 30 *ta*, thru Botsford, Constantine & Gardner Inc. San Francisco.
Scholl Mfg. Co., Chicago (foot appliances), 5 *sa*, thru Donahue & Coe, Inc., N. Y.

WBAP, Fort Worth

Brown & Williamson Tobacco Co., Louisville (Kool, Raleigh), 6 *t*, thru BBDO, N. Y.
A. J. Frank Co., Minneapolis (Lather Kreem), weekly *sp*, thru McCord Co., Minneapolis.
Ralston-Purina Co., St. Louis (feeds), 3 weekly *t*, thru Gardner Adv. Co., St. Louis.
Allis-Chalmers Mfg. Co., Milwaukee (tractors), 13 *t*, thru Bert S. Gittins, Milwaukee.

KNX, Hollywood

Sperry Flour Co., San Francisco, (flour, cereals), weekly *sp*, thru Westco Adv. Co., San Francisco.
Swift & Co., Los Angeles, (Formay shortening), 5 weekly *sp*, thru J. Walter Thompson Co., Los Angeles.
Klingtite Products Co., Hollywood (fabric adhesive) 5 weekly *sp*, thru Allied Adv. Agencies Inc., Los Angeles.

KFYR, Bismarck, N. D.

International Harvester Co., Chicago (twine), 6 weekly *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.
American Gas Machine Co., Albert Lea, Minn. (Kitchenkook), 3 weekly *t*, thru Greve Adv. Agency Inc., St. Paul.

WIS, Columbia, S. C.

Allis-Chalmers Mfg. Co., Milwaukee (All-Crop harvester), 2 weekly *t*, thru Bert S. Gittins, Milwaukee.
Nu-Enamel Distributing Co., Columbia, (paint), 3 weekly *sp*, direct.

WIND, Chicago

Chicago Roosevelt Steamship Co., Chicago, 2 weekly *t*, thru McJunkin Adv. Co., Chicago.

Rockefeller Center Weekly

"This morning I'm going to tell you how to make some delicious limburger cheese dishes."

WBZ-WBZA, Boston-Springfield

Association of Pacific Fisheries, Seattle, *sa*, thru J. Walter Thompson Co., San Francisco.
Baker Extract Co., Springfield, Mass. (flavoring extracts), *sa* thru William B. Remington Inc., Springfield.
Kendall Mfg. Co., Cambridge, Mass., (Soapine), 312 *tr*, thru Dowd & Ostreicher Inc., Boston.
La Touraine Coffee Co., Boston (La Touraine coffee), 24 *tr*, thru Ingalls Adv., Boston.
Detroit White Lead Works, Detroit, 10 *ta*, thru Simons-Michelson Co. Detroit.
Procter & Gamble Co., Cincinnati, Ohio (Oxydol), 9 *sa*, thru Blackett-Sample-Hummert Inc., Chicago.
Doyle Packing Co., Newark, 20 *sa*, direct.
Frye Co., Watertown, Mass. (Paz-Creo-Bismuth), 100 *sa*, thru Lawrence M. O'Connell, Springfield.

KYA, San Francisco

Crazy Water Co., San Francisco (mineral crystals), 3 weekly *sa*, direct.
Hollywood Health and Beauty Publications, Oakland, 3 weekly *t*, thru Frank Cox & Staff, Oakland.
Murine Co., San Francisco (cosmetics, 2 weekly *sa*, direct.
General Mills Inc., San Francisco (Bisquick), weekly *sp*, thru Westco Adv. Agency, San Francisco.
North Point Diesel School, San Francisco, 6 weekly *sa*, direct.
Safeway Stores, Oakland, Cal. (groceries), weekly *sp* in German, direct.
Union Pacific Railway Co., Los Angeles, 7 monthly *t*, thru Caples Co., Los Angeles.

KSFO, San Francisco

Calo Dog Food Co., Oakland, 2 weekly *t*, thru Emil Brisacher & Staff, San Francisco.
Coca Cola Co., Atlanta, five weekly *t*, thru D'Arcy Adv. Co., St. Louis.
Seiberling Rubber Co., Akron (tires), 4 weekly *ta*, thru local distributors.

KERN, Bakersfield, Cal.

Miss Saylor's Chocolates Inc., San Francisco, *sa*, thru Doremus & Co., San Francisco.
Lever Bros. Co., Cambridge (Spry), 200 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WEEI, Boston

American Gas Machine Co., Albert Lea, Minn. (Kitchen Kook time), 15 *tr*, Greve Adv. Agency Inc., Minneapolis.

WMCA, New York

Brander Co. Inc., New York (No. 7 sunburn lotion), 2 weekly *sp*, thru Norman H. White Jr., Inc., N. Y.

KFWB, Hollywood

de Elorza Cosmetics Inc., Hollywood, (shampoo), weekly *sp*, thru Continental Adv. Service, Hollywood.

KECA, Los Angeles

Garden Quarterly, Los Angeles, (magazine), weekly *sp*, thru Charles H. Sieck Inc., Ltd., Los Angeles.

KFI, Los Angeles

Scholl Mfg. Co., Chicago (Dr. Scholl's foot appliances) 10 *sa*, thru Donahue & Coe Inc., N. Y.

KGO, San Francisco

Scholl Mfg. Co., Chicago (foot appliances), 5 *sa*, thru Donahue & Coe Inc., N. Y.

KDYL, Salt Lake City

Brown & Williamson Tobacco Co., Louisville (Kool), 7 *t*, thru BBDO, N. Y.

KJBS, San Francisco

Provident Finance Co., San Francisco, 5 weekly *sa*, thru Frederick Seid Adv. Agency, San Francisco.
Schwartz Ginger Ale Co., San Francisco, 7 weekly *sa*, thru Frank Wright & Associates, San Francisco.
Tire Service Co., San Francisco, 5 weekly *sa*, direct.
Standard Beverage Co., Oakland (Nehi, Royal Crown Cola), 4 daily *sa*, thru Emil Reinhardt Agency, Oakland.
Fontana Food Products Co., San Francisco, 6 weekly *sp*, thru Brewer-Weeks Co., San Francisco.

RADIO ADVERTISERS

ROBERTS, JOHNSON & RAND SHOE Co., St. Louis (Poll Parrott shoes), has placed its western advertising with Grace Glasser Adv. Agency, Los Angeles and on July 12 starts for 26 weeks a six-weekly quarter-hour live talent program *News for Children*, with "Uncle" John Daggett, commentator, on KFWB, Hollywood.

COMMUNITY DENTISTS Inc., and Community Opticians Inc., Boston, with a radio budget exceeding $1,000, contracted for 312 participations in the WAAB News Service for a year. The contract was signed shortly after signing of a Massachusetts bill prohibiting dentists from using radio to advertise. The bill becomes effective at the end of July. Commonwealth Adv. Agency, Boston, is agency for Community, which has had several programs on Yankee and Colonial networks.

HUFFMAN-HOLMES Co., Los Angeles, manufacturers and distributors of H & H foot exercisers, has placed its radio advertising with Advertising Arts Agency, that city.

PET MILK Co., St. Louis has renewed its contract for six months on the *Polish Varieties Hour*, over WJBK, Detroit. Studio program is aired six times weekly under Director Walter Leskiewicz and is placed through Gardner Adv. Co., St. Louis.

AMERICAN GAS MACHINE Co., Albert Lea, Minn. (Kitchenkook ranges), makes up lists in July, including radio. Agency is Greve Adv. Agency Inc., St. Paul.

VICTOR BREWING Co., Jeannette, Pa., has placed its account with W. Earl Bothwell Adv. Agency, Pittsburgh.

PHARMA CRAFT Corp., Louisville, has named Young & Rubicam Inc., New York, to service its advertising.

SEARS, ROEBUCK & Co., Chicago, used from three to nine spot announcements daily on 13 Chicago stations June 2, 3 and 4, promoting Coldspot refrigerators. The following stations were used: WGN, WBBM, WMAQ, WENR, WLS, WCFL, WJJD, WAAF, WIND, WSBC, WGES, WCBD and WCRW. Dade B. Epstein Adv. Agency, Chicago, is the agency for Sears-Roebuck in Chicago.

ICE COMPANIES of Massachusetts, Boston (ice refrigeration) is using an early morning song and pattery program on WBZ-WBZA, Boston-Springfield, six quarter-hours a week for 52 weeks. Agency is Dowd & Ostreicher Inc., Boston.

STANDARD FEDERAL Savings & Loan Association, Los Angeles (savings), thru Darwin H. Clark Adv. Agency, that city, on May 26 started a seven-week test campaign on KECA, Los Angeles, using a thrice weekly quarter-hour live talent show *Ann Cook's Budget Program*, directed to women. It is the first radio for the account and campaign is a local test with no extension planned for the present.

MOXIE Co., Roxbury, Mass. (Moxie—beverage), has started participations in *Yankee Network News Service*, four times weekly until July 1, on 13 Yankee stations. Agency: Harry M. Frost Co. Inc., Boston.

ANOTHER candid camera club for local enthusiasts has been formed by Dick Burris, program director for KFYR, Bismarck, N. D. It is broadcast Saturday mornings as a sustainer.

Outside Stations Are Not Heard Here Daytimes.

1000 watts **KGVO** Missoula, 1260 kc. Montana

Columbia Broadcasting System Affiliate

FIRST KELVIN HOME — This ground-breaking ceremony in Cleveland culminated a big transcription and CBS buildup for model Kelvinator homes being built by Nash-Kelvinator Corp. Mayor Frank C. Cain (left), of Cleveland Heights and Mrs. Harold H. Burton, wife of Mayor Burton of Cleveland, handled the excavating tools. James W. Clark, of Interstate Adv. Agency, which handled the campaign in Cleveland, is at the WGAR microphone. Two homes are being built in Cleveland, to be given as prizes in the CBS Kelvin Word Building Contest.

AXTON-FISHER TOBACCO Co., Louisville, has appointed Lawrence C. Gumbinner Adv. Agency, New York, to direct the advertising of Spud cigarettes. Max A. Geller is account executive. The new agency will probably not place any advertising before fall and no definite plans have been made, but it is expected that radio will again be a major medium in the campaign. During the last winter the company sponsored Ed Wynn in an NBC series.

WILSON AND GEORGE MEYER & Co., Pacific Coast importers and distributors of calcium nitrate, Swedish and Northland peat moss, and other chemical and agricultural products, has appointed Gerth-Knollin Advertising Agency, San Francisco, to handle advertising.

VARADY OF VIENNA, Chicago (face powder), which has changed its name from Armin-Varady, has added WHKC, Columbus, to the list of stations broadcasting its Sunday half-hour Mutual program. Baggaley, Horton & Hoyt Inc., Chicago, is the agency.

FITGER BREWING Co., Duluth, has appointed the Leo Burnett Company Inc., Chicago, as its advertising agency. A campaign starts immediately, including radio, newspapers and outdoor posting.

WALTER WINCHELL has been signed by his sponsors to broadcast his news and gossip for another year, carrying his program through 1938. Winchell is now in his fifth year with the same sponsors, the Andrew Jergens Co., Cincinnati (lotion).

WSOC IS A

STAR

PRODUCER

★

A master salesman knows his prospects. He talks their language. So does WSOC. That's why your advertising dollars on this friendly station bring such profitable response.

WSOC Charlotte, N. C. an NBC Affiliate

Met the Major

AUSTIN IGLEHEART, president of General Foods Sales Co., and Henry Sandberg, assistant sales manager, flew 600 miles from Birmingham to Greensboro, N. C., to keep a dinner engagement June 6 with Major Edney Ridge, WBIG manager. Frank Hawks piloted the plane, leaving Birmingham at 5:45 p. m. (EST), and flying the 600 miles in record time. During the dinner Hawks performed the now notorious "Bee" composition on an accordian.

Crawford Goes Radio

W. H. CRAWFORD STORES Inc., Los Angeles, large Southern California chain market, which has confined advertising to newspapers in the past, for the first time will use radio, and on July 1 starts for 52 weeks *Sons of the Pioneers*, hillbilly series on KFWB, Hollywood. Show will be a half-hour, Monday through Friday, with a full hour on Sunday, time to be set at a latter date. Sponsor, placing direct, plans to use radio extensively, adding stations in various parts of California as new stores are opened.

J. T. GRIFFIN, chief owner of KTUL, Tulsa, and president of a bank and large wholesale grocery concern in Muskogee, has applied to the FCC for a new 100-watt night and 250-watt day station on 1310 kc. in Oklahoma City, asking for the facilities of KFXR.

Agency Chosen by N. C.

EASTMAN, SCOTT & Co., Atlanta agency, has been appointed to handle the $250,000 two-year advertising campaign to be started July 1 by the State of North Carolina with the object of attracting tourists, farmers and industries to the state. The award was made unanimously by the State Board of Conservation and Development following bids by 24 large and small agencies [BROADCASTING, June 1]. Plans include establishing a branch office of the agency in Raleigh. Part of the fund will be spent for radio, according to Paul Kelly, assistant director of the conservation department.

LANG-WORTH *planned programs*

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

WKZO
KALAMAZOO

★

"The Nation's Perfect Test Market"

FOOD AUDIENCE NO. 1 in Western Michigan

WKZO's "Model Kitchen" is making money for its sponsors!

Our own Home Economics staff conducts the WKZO "Model Kitchen" every week-day morning at eleven o'clock. Personal contact is made with local outlets for your product to arrange for store demonstrations, install floor and window displays and otherwise promote the sale of your foodstuff.

Grasp this opportunity to dramatize your product to the 125,000 radio families in this rich western Michigan market.

Representatives: SMALL & BREWER, Inc.

Spencer Joins Craig

F. EDWARD SPENCER Jr., since 1934 in charge of the national spot division of NBC, joins the representative firm of Craig & Hollingbery Inc. on July 1 as vice-president and general manager of the New York division. Mr. Spencer entered radio from the advertising agency field in 1928 as a salesman for KDKA, Pittsburgh. In 1930 he was made Eastern sales manager for the Westinghouse stations: KDKA, WBZ-WBZA, Boston and Springfield, and KYW, Chicago, with headquarters in New York, thus becoming one of the earliest station representatives. In 1932 when these stations were leased to NBC Spencer went to KDKA as sales manager, and that fall he returned to New York as a member of NBC's newly organized national spot division.

WMIN

BLANKETING the 8th Largest TRADE MARKET in the United States at Lowest Cost

Saint Paul Minneapolis

WMIN

St. Paul, Minnesota

AGENCIES AND REPRESENTATIVES

C. C. WINNINGHAM, head of the agency bearing his name, recently married his erstwhile secretary, Miss Lucille Hoff.

EARLE W. LANCASTER, veteran Boston advertising executive, has joined Chambers & Wiswell Inc., Boston, in carge of the copy, idea and planning division.

ANDREW SCHLOSS, Pacific Coast manager of the H. S. G. Adv. Agency, Inc., has been made a vice president, according to a release from Harry S. Goodman, president. Mr. Schloss, who is chiefly engaged in the sale of transcribed dramatized programs, has been associated with Harry S. Goodman for 20 years. Mr. Goodman reports that his organization currently has 228 clients on the air.

WILLIAM REILLY, new to radio, has been added to the Chicago staff of Weed & Co., station representatives, to replace M. J. Thoman, recently assigned to head the firm's new Detroit branch.

HELEN WING, after several weeks in Hollywood as associate producer on the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son Inc. (floor wax), has returned to the Chicago offices of Needham, Louis & Brorby Inc., which services the account, to take over other assignments.

PHILLIP J. MEANY, head of the Los Angeles advertising agency bearing his name, is on his way to Europe on a two-month business survey for clients, having left the West Coast early in June.

MEL ROACH, formerly chief announcer and special events director of KEHE, Los Angeles, has joined the production department of Allied Advertising Agencies Inc., that city.

Goodkind Resigns

M. LEWIS GOODKIND Jr., resigned as radio service manager of Lord & Thomas, Chicago, June 1, to work out details of a Chicago radio enterprise with which he will become affiliated Aug. 1. Mr. Goodkind preferred not to divulge the nature of the new radio company until final details have been worked out.

Mr. Goodkind

Before joining Lord & Thomas in 1928, he was in the merchandising research department and on the reportorial staff of the *Chicago Herald & Examiner* for two years. At Lord & Thomas he began as assistant to William B. Benton and later aided Henry Selinger, who was the agency's first radio director. At the time of his resignation, Goodkind was co-head of the radio department handling the contracts for time and talent with Basil Loughrane in charge of program production. Mr. Goodkind's successor has not yet been chosen.

Miss Holly Shively, in charge of publicity for Lord & Thomas Inc., was appointed Mr. Goodkind's successor June 7. Before joining the agency in February 1936, Miss Shively was on the CBS Chicago publicity staff and with the *Chicago Herald & Examiner*.

CAROL BOWERS, assistant to Kirby Hawks of the Blackett-Sample-Hummert Inc. radio staff in Chicago, joined the radio department of Benton & Bowles Inc., New York, June 1.

SCHILLIN ADV. Corp., New York, has set up a department to handle foreign language accounts, under the direction of Charles De La Motta, actor who played in the screen productions of *Counsellor At Law* and *Outside the Law*. A number of foreign language programs are being planned by the agency for fall production, including a variety series in Italian titled *Neapolitan Nights*, with Mr. De La Motta as comedian and master of ceremonies. Surveys conducted by the agency indicate that there are 750,000 Italian-speaking people in and around New York City, who can best be reached in their native tongue.

JOHN CHRIST, J. Walter Thompson Co., Hollywood production supervisor on the weekly NBC *One Man's Family* serial sponsored by Standard Brands Inc., who has plane-commuted 77 times to San Francisco and return, was presented with a winged trophy by office workers of his organization on June 3. Following day he departed by plane, for New York to attend his brother's wedding also for a conference with agency executives. He is scheduled to return to his post June 28.

PAUL FRANK, active in New York and Detroit advertising, has joined the New York office of Weed & Company, station representatives. Recently he has been vice-president and advertising manager of *Spirits*.

CHESTER J. LaRoche, president, and Pat Weaver, program supervisor for Young & Rubicam Inc., after several weeks in Hollywood conferring with Tom F. Harrington, West Coast manager of the agency, have returned to their eastern headquarters.

EDMUND (Tiny) RUFFNER, Pacific Coast radio director of Ruthrauff & Ryan Inc., Hollywood, leaves that city the end of June for a 12-day conference with New York agency executives. Fall plans for the three sponsored shows produced by the agency in Hollywood will be discussed. Ruffner, who produces the CBS *Al Jolson Shows* under the sponsorship of Lever Bros., accompanied by Mrs. Ruffner, will go on an extended sea voyage before returning to Hollywood in fall when he resumes his radio activities. Nathan Tufts, producer, and Ed Ettinger, writer, both of the Ruthrauff & Ryan Inc., Hollywood staff, are also scheduled to go to New York the end of June. Tufts, producer of the CBS *Joe Penner Show*, sponsored by R. B. Davis Co. (Cocomalt), will be gone approximately three weeks; Ettinger, an *Al Jolson Show* writer, returns to the West Coast in five weeks.

LOUIS A. WITTEN, New York vice-president in charge of radio for Buchanan & Co., which services the Texas Co., 20th Century-Fox Film Corp., Paramount Pictures Inc., and other national accounts, is in Hollywood for several weeks conferring with clients on fall activities. With him is James A. Tierney, New York special radio representative of the Texas Co., who will remain in Hollywood to supervise the CBS *Texaco Town* summer shows. George Vos, who held that post, has returned to the New York office of the sponsor. A. O. Dillenbeck, Buchanan Co. New York executive vice-president, and executive on the Paramount Pictures Inc., account, was scheduled to arrive in Hollywood June 9 for a conference with the film executives.

RECENT addition of KTAR, Phoenix, brings the total list of stations the E. Katz Special Advertising Agency is now representing to 17. Other stations represented by the Katz Agency are: WGST, KGHL, WMT, KVOR, KLZ, KRNT, KSO, WOWO, WGL, KGU, WNOX, KLRA, WMC, WHN, WKY, KTAR and WDAE.

C. P. (PETE) JAEGER, head of Transamerican's Chicago office, and Miss Loretta White were married in Chicago June 12. Mrs. Jaeger is a radio actress taking part in *Ma Perkins*, *Modern Cinderella* and other Chicago shows. She plans to return to radio work in the fall.

BENSON & PARKER Advertising Agency, Louisville, has changed its name to Benson-McPheron & Dupin Inc. Mr. Parker, it was pointed out, has not been with the company for more than a year and the two new members have been actively engaged in the business for some time. J. Dale McPheron becomes vice-president and Thomas R. Dupin, treasurer. No change in policy or setup of the company is involved.

WALTER WYNE, who has been doing free-lance foreign language radio representation in Chicago, has joined the sales staff of Ray Linton, radio representatives. Mr. Wyne was also with W. W. Weed, publishers representative, and the American Colortype Co.

GRACE WALSH, secretary to Joseph J. Weed of Weed & Co., was married June 5 to William Hennesey, vice-president of the European-American Travel Bureau.

R. E. MESSER, production and business manager of Raymond R. Morgan Co., Hollywood agency and transcription producer, has returned to his desk after an operation which confined him to the hospital several weeks.

PAUL H. RAYMER Co., New York, will become national station representative August 15 for the McClatchy stations in California—KFBK, Sacramento; KERN, Bakersfield; KWG, Stockton, and KMJ, Fresno.

BIOW & Co. Inc., New York, will move into larger quarters on July 1, taking over the 25th floor of 9 Rockefeller Plaza, most recently completed unit of Rockefeller Center.

Welcome NAB Conventioneers To

CHICAGO

2ND LARGEST RADIO CENTER IN THE WORLD

SELVIAIR

Only Advertising Agency in Chicago Devoted

Exclusively to Radio

Handling 27 accounts using 186 programs weekly

—national and local

SELVIAIR

BROADCASTING SYSTEM, INC.

Entire 34th Floor

75 E. Wacker Drive **Chicago**

Radio Advertising *"Sell-Via-Air"* **Radio Productions**

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas by Appointing us Your Spokesman

KFRO

"Voice of Longview" - TEXAS

VanCronkhite Absorbs Roesler & Howard Firm

ROESLER & HOWARD Inc., foreign language radio representatives with offices in Chicago and New York, was taken over June 1 by VanCronkhite Associates Inc., radio news counsel firm. George Roesler will be director of the domestic foreign language radio representation division of VanChronkhite Associates. Robert Howard will not be connected with the firm. The Chicago office has been enlarged and personnel added, including Johnny Evers, the oldtime baseball player, as sport writer; Dr. Ira M. Freeman, as science writer, and Donald McGibeny, as news writer.

Brown to Ross Federal

RONALD P. BROWN, for the last six years sales manager of the marketing research division of R. L. Polk & Co., has been appointed director of sales promotion of Ross Federal Research Corp., New York. He will supervise the planning and direction of the company's national sales solicitations. Before joining Polk, Mr. Brown was assistant advertising manager of the Pontiac division of General Motors, advertising manager for Detroit Range Boiler and Steel Barrel Co., research manager for C. C. Winningham Adv. Agency in Detroit, and national advertising manager of Walker Outdoor Adv. Co. of Detroit. Charles H. Seaman, who has been with Ross Federal since 1932, has been promoted to field sales manager.

Opens London Office

OPENING of a foreign office by Robert S. Taplinger Inc., at 102 Shoe Lane, London EC-4, was announced June 8 by Mr. Taplinger. The office will be in charge of T. J. L. Crane, an Englishman, former director of promotion for the British Empire Chamber of Commerce in New York and former publicity director of the British Empire Exhibition in Radio City. Mr. Taplinger's firm specializes in radio artist publicity, and has headquarters in New York with offices also in Chicago and Hollywood.

Bank's New Series

BANK OF AMERICA National Trust & Savings Assn., San Francisco, on June 6 started for 52 weeks *Newstime* on 2 CBS Pacific Coast stations (KNX, KSFO), Sundays through Fridays, 10-10:15 p. m. (PST). United Press news service is being used. Sam Hayes, the commentator, recently terminated more than six years service as *Richfield Reporter* on 6 NBC-Pacific Red stations under sponsorship of Richfield Oil Co. Under his new sponsor he has taken over the same hour which he popularized on the opposition network. Fred Yeates, who assisted Hayes in writing and editing news copy for *Richfield Reporter*, has resigned from Hixson-O'Donnell Inc., Los Angeles agency handling the Richfield Oil Co. account, to take a similar assignment on the *Newstime* broadcasts. Bank of America also sponsors the weekly half-hour *House of Melody* program featuring John Nesbitt, commentator, and Meredith Willson's orchestra, on 7 NBC-Pacific Blue stations. Chas. R. Stuart Inc., San Francisco, has account.

Is Radio's Capital Moving West?

(Continued from page 9)

traction of Southern California that local staffs are frankly unable to compete with Hollywood for "names", with the exception of a few personalities such as Meredith Willson, John Nesbitt, Ernest Gill, Sarah Kreindler, Captain Dobbsie, Jack Meakin and Paul Martin, and a scattering of solo acts such as *Vera Vague*, Hal Burdick and Bennie Walker. Most important of the San Francisco dramatic shows is Carleton E. Morse's *One Man's Family*, although Samuel B. Dickson has a stand-out attraction in *Winning the West* and there are other serials well-constructed and competently produced. There are no big comedy names in San Francisco at present.

CBS has centered its West Coast activities in Hollywood, and produces few local items. Production on Mutual-Don Lee and Hearst-CRS is in the same position. Activity at NBC in San Francisco is the most extensive of the chains, but is confined largely to what local advertising executives assert is a "San Francisco type" program. Most of the dramatic shows here use the same casts and are patterned along the same general lines, as for instance *Hawthorne House*, and *Dr. Kate, Winning the West* and *Tales of California, True Detective Mysteries* and *Chief Quinn Crime Dramas*. The actors, however, are among the best in the country.

Talent Problem

Fresh and successful slant on the juvenile programs is found in the *S. & W. Junior News Parade* and in *Bennie Walker's Homestead Amateur Hour*, and several vigorous contest ideas have been developed, such as *Who Am I?* and *Professor Puzzlewit*, and various spelling bees, but these programs for the most part have a limited regional significance. None of the San Francisco agencies maintains a large radio staff, and most are branches of national organizations which have been more-or-less concentrating on Hollywood originations.

The relative barrenness of the talent field in comparison with the financial importance of San Francisco has recently inspired at least one of the local artists services to make a quiet investigation into the possibility of importing talent from Hollywood, and it is possible that a small influx of new names and new acts into the San Francisco field may take place in the near future. This, however, is purely conjectural, inasmuch as there is no immediate sign of increasing San Francisco radio business.

Opitmism, for the future must be based primarily on the very important effects expected from the Golden Gate International Exposition, which in 1939 will be the focus for an enormous increase in San Francisco originations. Plans for talent and commercial tie-ins from the Fair are still in the nebulous stage, but it is generally believed that wholesale importations of talent will take place during the spring and summer of that year.

Long-standing rivalries between Northern and Southern California cause many to predict that the present importance of Hollywood may decrease once the novelty of picture-star talent has worn off, but this is at present nothing more than wishful-thinking.

Unless wide industrialization develops more rapidly in the future than now appears likely, it will probably be many years before the Pacific Coast will be able to develop many more network accounts than is the case at present.

WJBK-Union Contract

WJBK, Detroit, has signed a contract with United Automobile Workers calling for 15 minutes each weekday and 30 minutes on Sunday. The daily broadcasts will be at 7 p.m. and the Sunday broadcasts at 9:30 a. m. Besides these broadcasts, the station will announce "This is WJBK, the Voice of Labor" 12 times each day. The time of these announcements is left to the discretion of the station, which retains the right of censorship of material used. According to Richard T. Frankensteen, UAW organizational director, who will be in charge of the program, these broadcasts will be one of the principal features in the campaign to organize Ford.

NEW!

"SONG SPOTS" to sell Ice Cream

5-Minute Complete Shows
Theme—Song—Commercial
Transcribed by nationally known 14-year-old boy radio star.
Write

---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.

. . . wood words sell . . .

Rewarded.

The Coward Shoe Company was rewarded with 1286 replies from a 15 min. Jewish broadcast at less than 6 cents each.

Sell it to Cohen

Ask about our audience tested Jewish Programs

WLTH

Van Cronkhite—National Rep.

THE MOST POWERFUL STATION

between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

WMCA
NEW YORK'S OWN STATION
Leads in
PROGRAM PLANNING

3 SOLID HOURS DAILY
SPONSORED BY GENERAL MILLS

Weco Radio Productions Is Organized in Seattle To Render Spot Service

ORGANIZATION of Weco Radio Productions, with main offices in Seattle, was announced June 5 by J. R. Lunke, formerly with NBC and recently an executive with Strang & Prosser Advertising Agency. Branch offices will be opened in San Francisco and Los Angeles. The company, according to Mr. Lunke, will specialize in the building of transcribed radio programs for spot broadcasting.

Dudley E. Williamson, formerly of the radio department of Blackett-Sample-Hummert Inc., Chicago, has been named production manager. He also was a former NBC employe and last year was in charge of radio production for the Texas Centennial Exposition.

The new organization will serve as national representative for Seattle Recording Studios Inc., producer of electrical transcriptions and other types of recordings. Radio productions transcribed by this company include a series of five-minute *Modern Miracles* programs for Chicago Engineering Works, now on 30 stations; a series of 15-minute programs *Jimmy & Gyp* for Friskies Dog Food, a product of Albers Milling Co.; and a special series of 15-minute discs titled *Light Lyrics*, being sponsored by several electrical utilities dealing with home lighting information.

J. ERNEST CUTTING, talent scout for NBC, is planning a tour of the Summer theatre circuit looking for new radio talent, dramatists, scriptwriters and directors, as well as actors.

WSM Owners Seek Local

A NEW local station in Nashville is sought in an application filed with the FCC June 8 by the National Life & Accident Insurance Co., licensees of the 50,000-watt WSM. The applicant asks for 100 watts night and 250 watts day on 1370 kc. The WSM interests recently negotiated with the operators of the 100-watt WSIX, Nashville's local, with a view to purchasing it but the negotiations fell through.

FCC Stops Visual Test on 2,000 kc.

THAT the FCC intends to stick to its mandate against television experiments in the so-called continental shortwave band, was indicated June 2 when it denied the application of National Television Corp., New York, for authority to continue operation of a television station on the frequency band 2,000-2,100 kc. with 500 watts unlimited time.

Last year the FCC promulgated rules specifying that television experiments be restricted to the ultra-high frequencies where practically all of the operations now are going forward. National Television and Purdue University were authorized to continue temporarily in the continental band. In its June 2 action the FCC not only denied National Television the authority for amendment of its special temporary authorization but also entered its final order denying the application of the company for a construction permit to establish and operate a television station on the 2,000-2,100 kc. band.

Purdue University has been experimenting in the 2,000-2,100 kc. band in connection with rural coverage by visual stations. Whether it ultimately will go to the ultra-high frequencies in the region of 40,000 kc., where other television experimenters are harbored, is not revealed at this time but will probably develop upon consideration of its application for renewal.

In the case of National Television, the FCC action of June 2 means that the company no longer has authority to operate experimentally in the television band. It does not have authority to experiment in the ultra-high frequencies. The National Television case was the subject of a hearing before an examiner last year who recommended adversely on its application.

Custom Disc Business Started by Gerald King As Radio Features Inc.

FORMATION of Radio Features Inc., to enter the custom transcription field, was announced June 3 by Gerald King, president of Standard Radio Inc., an organization in the transcription library field. Associated with Mr. King in this venture are J. S. Glenn of New York, and H. Longworth.

Mr. King

Mr. King informed BROADCASTING that the purpose of the new company was to handle a different type of business than is being done by Standard Radio. The latter company is mainly concerned with the production and sale of its library features and sound effects to radio stations, he said, whereas Radio Features Inc. will make a business of building transcribed programs for the advertiser and agency.

Mr. King said that, among others, Donald Novis, well-known radio star, is under contract to Radio Features Inc. and a program now is being prepared for presentation starring him. His new corporation also will take over production of live or transcribed programs originating in Hollywood for eastern agencies which do not maintain staffs in the west.

Recording facilities of RCA Mfg. Co. will be used by Radio Features, Mr. King declared. Mr. King added that the experience of Standard Radio in the transcription field indicated that a separate company is more desirable for the production of "tailor-made" transcriptions since they constitute an entirely different line.

New KTKC Under Way

CHARLES P. SCOTT, onetime manager of KWYO, Sheridan, Wyo., has been selected as manager of the new KTKC, 250-watt daytime station on 1190 kc. now under construction at Visalia, Cal., which is expected to go on the air about July 15. J. E. Burrell, who supervised the construction of KYOS, Merced, and KHUB, Watsonville, other new California locals, is handling the engineering. KTKC was authorized last Jan. 27 and will be licensed to the Tulare-Kings Counties Radio Associates, a group in which the holdings are as follows: Charles A. Whitmore, president, publisher of *Visalia Times-Delta*, 37½%; Homer A. Wood, publisher of *Porterville Recorder*, 25%; Percy M. Whiteside, publisher of *Tulare Advance-Register* and *Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal*, 12½%.

Skol Tests Spots

SKOL Co. Inc., New York, has started a series of beauty talks by Renee Long on WJZ, New York, on Friday mornings, to advertise its Swedish antiseptic, which is also being promoted with an evening program on a coast-to-coast MBS network. Peck Adv. Agency Inc., New York, handles the account.

IT PAYS TO Oregonize

KGW
OREGONIAN
KEX

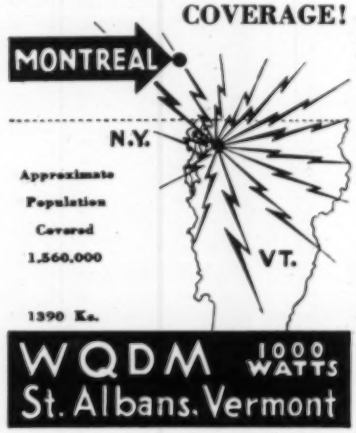
Building permits in Portland up 380.5% in March 1937 over March 1936.

Bank Deposits in Portland up $3,900,229 for March 1937 over previous all time high.

and . . . Sales follow that trend through National and Local use of the radio stations of The OREGONIAN. They blanket this booming Oregon market.

The OREGONIAN
PORTLAND, OREGON
KGW KEX
Nationally represented by
EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

LOWEST COST COVERAGE!



WQDM 1000 WATTS
St. Albans, Vermont

TRANSCRIPTIONS

BLOUNT-LAEMMLE PRODUCTIONS Inc., transcription and live talent show producers, has been organized with headquarters at 3636 Beverly Blvd., Hollywood. Betty Lou Blount, for many years associated with the late David Belasco and Oscar Hammerstein in New York, is president and production manager. Other executives are Mrs. Joseph Laemmle, vice-president and Artists Bureau manager; Al E. Kelly, vice president and sales manager; Don L. Gilman, secretary and legal counselor; and Theodore Barrett, treasurer. Personnel includes Don Clark, newly-appointed program director of KFI-KECA, Los Angeles, associate producer-writer; Joseph Black, musical director; Cliff McDonald, formerly KHJ, Los Angeles, technician, technical superintendent; Charles Smith, advertising manager; Betty Healey, head of the Spanish unit, Norman Paige and Earle Ross, continuity writers. Harry Mills, formerly in the publicity department of KFWB, Hollywood, is publicity director.

ADDITION of nearly a score of stations for the Program Library Service is reported by Standard Radio Inc. These include WRTD, Richmond; WBEN-WEBR, Buffalo; WFTC, Kinston, N. C.; WSAZ, Huntington, W. Va.; KFXJ, Grand Junction, Colo.; WEED, Rocky Mount, N. C.; KVEC, San Luis Obispo, Cal.; WFIL Philadelphia; KAND, Corsicana, Tex.; WWNC, Asheville, N. C., WMMN, Fairmont, W. Va.; WCPO, Cincinnati; KIRO Seattle; WMBS, Uniontown, Pa. Other stations not yet having calls which have purchased the library include new ones authorized at Brownsville, Wichita Falls, Dallas and Beaumont, Tex. and Ocala, Fla. The total number of stations subscribing to the Standard Library, including foreign outlets, is 170.

RECORDED AMELIA

WQAM Switches to Presto as Condenser Blows Out

THE DECISION of WQAM, Miami, to have recording equipment on the scene for WQAM's broadcast of the start of Amelia Earhart's flight around the world from Miami, prevented an embarrassing situation when a condenser in the mobile transmitter, used to feed the description to the station blew out just before Miss Earhart's scheduled take-off. Lines were quickly switched to the Presto recording outfit and a 55-minute description of the take-off, by Leslie Harris, staff announcer, was recorded.

Then with sirens screaming, a police escort rushed Maurice Fink, WQAM engineer, back to the station with the recordings, where they were broadcast 23 minutes after Miss Earhart's actual departure.

During her flight to Puerto Rico, Miss Earhart received her weather reports from WQAM.

A hundred miles at sea, Miss Earhart wrote in her copyright press dispatch, she heard WQAM recording of the Miami takeoff and "held me in cruel suspense as to whether or not I actually was going to get off safely."

IRVING FOGEL, pioneer Southern California radio producer and for the last year production supervisor of Associated Cinema Studios, Hollywood transcription concern, who recently resigned that post, has established his own organization under the firm name of Irving Fogel Productions, with offices in the Cross-Roads-of-the-World that city. Fogel will continue to manage and supervise *The In-Laws*, dramatic serial sponsored by Purex Corp., Ltd., five days weekly on 10 Don Lee stations, and will also concentrate on the production and sale of the series to nonconflicting regional and national sponsors in other parts of the country.

WBS announces a series of new summer programs for its continuity service: *See America First*, half-hour weekly, 11 weeks; *Continental Nights*, half-hour weekly, permanent addition to continuity service; *The Charm Circle*, half-hour weekly. Revised programs are *America on Parade*, half-hour weekly; *Concert Under the Stars*, half-hour weekly; *The Garden Club*, two quarter-hours weekly; *Success Story*, twice a week. Discontinued are *Table for Two*, *Gems of Melody* and *Secrets of Happiness*.

LOU R. WINSTON, for five years president of Radio Recorders Inc., Hollywood transcription concern, has sold his interest in the firm to the directors, but retains ownership of the building at 932 N. Western Ave., that city. Firm has been reorganized with F. Shang Winter, president; J. C. Brundage, vice-president; Darrell Minkler, secretary and Ernie Dummel, treasurer. J. Joseph Sameth is production and sales manager. Winston, in severing relations with Recorders Inc. has become sole owner of Radio Producers of Hollywood and will specialize in custom built and featured transcribed shows. Production plans include 10 new shows before July 15. Fall schedule calls for 20 productions of not less than 39 quarter-hour episodes each.

NEW subscribers to NBC Thesaurus service include stations KSUB, Cedar City, Utah, KPQ, Wenatchee, Wash., WAZL, Hazelton, Pa., WCBM, Baltimore and KFBK, Sacramento, Cal. Renewals for the service have been signed by WGBB, Freeport, L. I., KGBX, Springfield, Mo., WJBO, Baton Rouge, CFQC, Saskatoon, CFRC, Kingston, Ont., and KGKL, San Antonio, Tex.

HAVING completed the organization of Master Records Inc., 1776 Broadway, New York, Irving Mills, managing director, will embark for Europe on the *Queen Mary* June 23 to establish his own record company in London for the purpose of distributing Master and Variety Records throughout the Continent.

TO ASSIST subscribers in their summer sales campaigns, *NBC Thesaurus* has revised its library service by including seven entirely new programs. To promote the summer series, NBC Transcription Service is having printed a new "Portfolio of Attractive Recorded Programs", containing descriptive program sheets and complete classification of *Thesaurus* artists, to be ready for distribution at the time of the NAB convention.

NATHAN CAPLOW, formerly continuity editor at WAAF, Chicago, and Lewis Herman, *Esquire* contributor, have joined the staff of D'Arcy Laboratories, Chicago.

E. D. BEDELL, associated with Radioaids Inc., Hollywood transcription producers, since its inception more than two years ago, has taken over the general managership, succeeding M. J. Mara, president, who resigned May 31. Mara is now identified with the Ralph R. Brunton stations, KJBS, San Francisco, and KQW, San Jose.

LORENE LOWERY, of the radio programs division of Walter Biddick Co., Los Angeles station representatives, leaves that city June 23 on board the *S. S. Mariposa* to contact station executives in Honolulu, Australia and New Zealand. Organization has sold its *Green Valley Line* transcription serial to 3HA, Melbourne, Australia.

STANDARD RADIO Inc. reports that more than 200 stations have purchased its special news broadcast recording comprising several variations of themes for news broadcasts. More than 400 stations throughout the world are using Standard recordings, the Library now including 45 double-faced records containing more than 200 different effects.

ED LINDSEY has joined the sales staff of American Radio Features Syndicate, Hollywood program and transcription concern.

WAIR, Winston, Salem, N. C., has signed for the World Library program service beginning June 20.

HOWARD W. DAVIS, manager of KMAC, San Antonio, Tex., becomes a partner in the ownership of that station along with W. W. McAllister, present licensee, under an arrangement whereby they have applied to the FCC for voluntary transfer of the license to the Walmac Co., which consists of Messrs. Davis and McAllister.

Tweet Music

MATHEW MURRAY, who conducts the early morning *Ambassador of the Air* program on KMPC, Beverly Hills, Cal., has a daily guest artist who sits in a tree and broadcasts. The guest is a mocking bird who has been serenading the station for some days. Recently Roger Love, technician, ran a line to the roof of the studio, hooked on a microphone and now each morning the bird's serenade is picked-up and broadcast. First morning more than 50 listeners phoned the station to find out whether it was a sound record or a live bird. Love and Murray feed the bird each morning and as a result expect that the "special feature" will continue through the summer months.

NOTICE!

TO RADIO STATIONS

★

Is there a Sears, Roebuck & Company Store in your locality?

We are happy to announce that the Chicago office has approved our five minute human interest dramas to be used by your local Sears, Roebuck & Company Store for broadcasting.

★ Loan shows for Morris Plan Banks and Loan Companies

★ Other custom-built five-minute dramas.

★ 52 optical half-minute dramatizations to be used for one-minute spot announcements.

TRANSCRIBED RADIO SHOWS INC.

2 West 47th St., New York City

LOngacre 5-3440

IN WASHINGTON

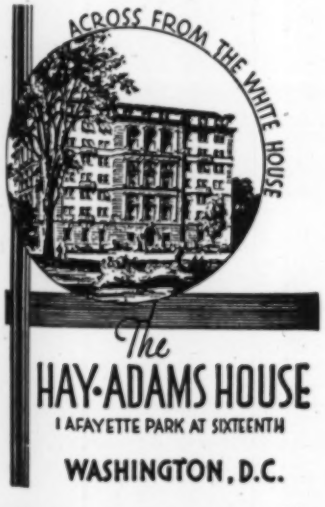
RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.00

Double from $4.50

Completely Air-Conditioned



The HAY-ADAMS HOUSE

LAFAYETTE PARK AT SIXTEENTH

WASHINGTON, D.C.

TODAY'S CHILDREN

RADIO'S MOST POPULAR DAYTIME PROGRAM

WRITTEN BY IRNA PHILLIPS—PRODUCED BY N. B. C.

NOW ENTERING 5TH YEAR FOR

Pillsbury Flour Mills Company

DIR.—HUTCHINSON ADVERTISING COMPANY

N. B. C. RED NETWORK—MONDAY THROUGH FRIDAY

10:45—11:00 A. M., E. D. S. T.

Baker Denied Plea

AUTHORITY to transmit programs to stations located in Canada and Mexico was denied the Baker Hospital, Muscatine, Iowa, in a FCC Broadcast Division decision June 1. The application was filed by Dr. J. L. Statler, doing business as the Baker Hospital. Norman Baker, also identified with the hospital, who was the former operator of a station in Muscatine, now operates XENT at Nuevo, Laredo, Tex. He was recently convicted on a charge of violating the Communications Act.

JAMES A. NOE, of Monroe, La., oil operator, state Senator and former lieutenant-governor of Louisiana, is disclosed as 50% stockholder in KOTN, local outlet in Pine Bluff, Ark., in a license renewal issued by the FCC. B. J. Parrish, manager, owns 40%. Senator Noe also is 95.5% stockholder of the commercial group operating WBNO, New Orleans, licensed to the Coliseum Place Baptist Church.

The Largest
Independent
Frequency Measuring
Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO
EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

EQUIPMENT

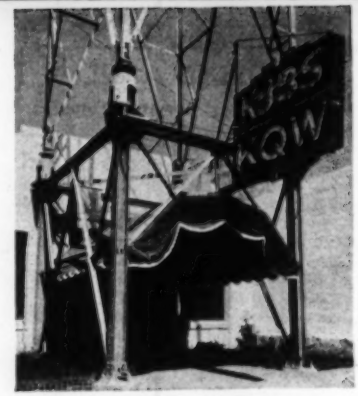
KROW, San Francisco and Oakland, has ordered an RCA 10 kw. transmitter and sites and designs for a vertical radiator tower are now being considered. The tower will probably be located along the Oakland shore of San Francisco Bay. A 12-acre plot on Oakland waterfront is currently favored. Contract for the ¼ or ½ wavelength radiator is expected to be let within a few days.

JOHN S. MECK, who recently resigned as sales manager of the Clough-Brengle Co., Chicago, has been elected president and general sales manager of the newly-formed Electronic Design Corp. of that city. The new company manufactures Vocagraph sound amplifiers for radio stations.

WBBM, Chicago, is constructing a portable transmitter for its ultra-shortwave station, W10XAL. When completed the transmitter will weigh less than 40 pounds and can be carried in a suitcase. It will be able to operate continuously for six hours with two ordinary auto storage batteries and can be installed in an airplane or boat in less than five minutes for use in emergency spot news broadcasts. Frank B. Falknor, WBBM chief engineer, selected the suitcase type transmitter in preference to a mobile unit or shortwave truck because its portability makes it adaptable to all rebroadcast conditions and permits its use in many spots not readily accessible to automobiles. WBBM engineers, Joseph Novy and William Fligel, are assisting Mr. Falknor in the construction of the transmitter.

SHURE BROTHERS, Chicago, announces that the Shure Zephyr Crystal Pickup now is available with a new locking arm-rest which holds the pick-up securely in position when off the record. According to the release, no thumb screws or other adjustments are necessary — the pickup is simply pressed down over the arm-rest post and automatically locks in position.

WNAC, Boston, was thrown off the air May 29 for nearly two hours by a breakdown in the condenser of the main transmitter at Squantum.



PLENTY OF LIGHT—KJBS has brilliant illumination for its new tower in the heart of the San Francisco busines district, and the canopied entrance is right under the radiator. Up to 100 feet each of the four legs is lighted by strips of red neon and a three-foot neon ball sits atop the tower.

THE vertical radiator antenna, put into operation at WXYZ, Detroit, on May 17, has resulted in a substantial increase in efficiency of coverage, the station reports. The antenna is 283 feet tall and is set on top of the 15-story Maccabees Bldg., in which the station's studios are located, so that its apex is 474 feet above the street. At the top of the tower is a turnstile antenna, to be used later for ultra-high frequency transmission.

BROCK-FORSYTHE Co., representative of the Presto Recording Corp. in Chicago, has opened new offices in that city at 20 E. Jackson Blvd. Richard F. Brock is head of the office.

DESIGNED to give the highest degree of fidelity possible in completely portable equipment, the new Remler APS-177 public address system embraces an amplifier unit using metal tube voltage amplifiers and a push-pull "beam power" output stage. Speaker units are contained in a portable, baffle equipped carrying case. A Remler floor stand or banquet crystal microphone is included in the outfit.

NEW STUDIOS and transmitter of KRLC, Lewiston, Ida., were inaugurated May 23 under the direction of Donald A. Wike, station director, and Herbert E. Studebaker, general manager, who is also owner of KUJ, Walla Walla, Wash.

WCFL, Chicago, has installed special broadcasting equipment at the Cubs' ball park for Hal Totten's broadcasts. A Collins pick-up amplifier, an RCA inductor and Western Electric salt shaker mike in Hal Totten's booth, and another salt-shaker mike placed at the screen behind the batter's box comprise the new equipment.

COLLINS RADIO Co., Cedar Rapids, announces the following installations: 12H speech input console at KFXB, Oklahoma City; speech input equipment including 12H speech console, equalizers and 12X remote amplifiers at KFNF, Shenandoah, Ia.; 12H speech console at WMBG, Richmond; 30H 100-watt UHF mobile relay broadcast transmitter installed in panel truck for WADC, Akron; 32G 40-watt MHF relay broadcast transmitter at WIRE, Indianapolis; six 12X remote amplifiers at WNYC, New York; two 12H speech consoles at WBNS, Columbus.

RCA MFG. Co. announces the following new equipment, described in a series of separate catalogues: 5 Star transmitter 100-G for 100 watt station, 250-G for 250 watt and 100/250 watt stations; RCA Victor instantaneous recording discs, nonbreakable, listed as type 72-A; new and modernized meter panel 15-C, streamlined with individually illuminated meters.

AUDAK Co., 500 Fifth Ave., New York, has announced a new professional cutter, type 10-A, designed to deliver the same professional results in instantaneous recording as obtained in studios of record-makers. Available in any impedance up to 500 ohms., the cutter is said to record maximum sound level on nitrocellulose record with an input of about 18 to 20 db. It is said to be effective on such material to well over 8,000 cycles.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has obtained patents covering a constant velocity unit that is protected by 10 claims allowed in the U. S. Patent Office. Its first application on the commercial market is embodied in the pickup for playback of instantaneous recordings either on acetate or aluminum discs.

A NEW oscillator and amplifier tube especially designed for use in high frequency work, is announced by Westinghouse E. & M. Co. Main fields of application, it was said, will be radio, therapy and other frequency purposes. The tube has a plate dissipation of 160 watts and is capable of delivering 400 watts of useful power up to 50 megacycles.

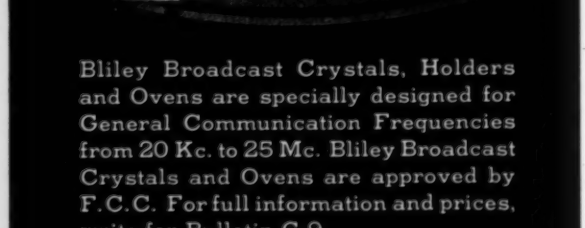
WCFL, Chicago, has bought two transmitters—one mobile and one portable—to be delivered about Sept. 1. The two units include type 32G Collins transmitters and a specially built portable gas generator weighing about 92 lbs.

WHK-WJAY, Cleveland, have purchased a dozen Western Electric "salt-shaker" mikes to supplement the supply of WE "ape-ball" mikes which have been in use at the stations.

Cullen Surveys Liner

E. R. CULLEN, assistant operating engineer of NBC, sailed on the *Normandie* June 2 to survey the ship's radio problems and to instruct its operators in the technique of broadcasting. He undertook the survey at the request of French Line officials, who plan to make the liner available for broadcasts over American networks by traveling radio artists. He will also teach marine operators how to handle microphones and associated sound equipment. In Europe he will present his recommendations on changes and additions to the equipment to officials of the Compagnie Generale Transatlantique. He will return aboard the same ship from Havre June 23 to continue his survey on the westward passage, arriving in New York June 28.

Approved by F. C. C.
BLILEY CRYSTALS



Bliley Broadcast Crystals, Holders and Ovens are specially designed for General Communication Frequencies from 20 Kc. to 25 Mc. Bliley Broadcast Crystals and Ovens are approved by F.C.C. For full information and prices, write for Bulletin G-9.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA

"doing a Peach of a Job in Georgia"
1000 WATTS
WMAZ
MACON, GA.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

STUDIO NOTES

IMPROVING the shining summer hours of developing new types of entertainment for its listeners, the program department of WOR, Newark, has already started *Spotlight Revue*, a new style variety program featuring as guests artists not regularly heard on the air and with Benny Davis, veteran songwriter and vaudeville headliner, as master of ceremonies. Program is broadcast for a half-hour Monday afternoons. Another novel feature, which starts June 20 as a full hour Sunday evening broadcast, is a new kind of comedy with Ray Perkins and Joe Browning, an ex-vaudeville actor and writer who is making his radio debut with this program, titled *Hi There, Audience*. Other radio novelties, especially programs devoted to trying out new kinds of comedy for the air, are being prepared and will be announced shortly.

A NINE-MAN staff of MBS announcers and engineers has been assigned to duty at the Great Lakes Exposition at Cleveland to handle the network's daily broadcasts from Radioland and the Alpine Village, two of the fair's exhibits.

WTMV, E. St. Louis, has expanded its new bureau and added two INS printers to replace the "drop copy" formerly obtained by messenger.

KGVO, Missoula, Mont., will move in the autumn to larger quarters. A two-story building has been purchased adjacent to a projected new hotel. The second floor will be modernized to provide office space and studios.

A GROUP of scripts of summertime programs, light in character and calling for small casts and light production costs, has been announced by the Script Library division of Radio Events Inc., New York. Three of the scripts already released call for only two characters, to fit the needs of stations with small staffs due to vacations or summer curtailments.

KEHE, Los Angeles, has issued a new rate card in connection with its moving into new headquarters at 141 N. Vermont Ave., that city. New rates went into effect June 1.

THE cooling system in the new transmitter house of KYA, San Francisco, atop Candlestick Point broke just one minute after the station had gone on the air at 7:01 a. m. on June 1. The rupture in the water system caused a short circuit in the transmission lines, necessitating repairs which kept the station inactive until 8:45 p. m. Parts needed, available in San Francisco, were flown by special plane from RCA in Hollywood.

WWAE, Hammond, Ind., claims to have been the first station to broadcast details of the steel strike in South Chicago and also to have outscored the newspapers on the news of the Memorial Day skirmish in which seven strikers were killed. Although the station has no mobile transmitter, Everett C. Parker, WWAE newscaster, covered the strike directly from the mills and telephoned his reports to the station.

A PROGRAM for inventors and potential inventors will start July 7 on WQXR, New York. Entitled *Can It Be Done?*, the program is aimed to give its listeners an outlet for that instinctive urge to create new comforts and gadgets, to make suggestions conducive to inventive thinking and to enable inventors to present, protect and promote their inventions, both large and small. Ray Gross, practicing inventor, who has a score of inventions and patents to his credit, and author of the *Can It Be Done?* book and syndicated newspaper cartoons under the same title, will conduct the program.

TALBOT JOHNS has been appointed publicity director of BBDO, New York, following the resignation of Douglas Connan, whom Johns formerly assisted.

Radio—Personal Medium for Banks

(Continued from page 15)

him for an explanation and he thought I should be introduced as an officer of the bank. The station manager said, "It lends a touch of authenticity to the entire program for the listener to know that an officer of the bank takes time to come up an personally deliver the talk. People hear our announcers all day long. Your voice is entirely different to them and should be announced on the programs."

I tell you this so when you hear the transcriptions of our program, you will know that this point was discussed at length before we gave our first broadcast. I wanted to have the "Voice of the Bank" anonymous—nameless. However, the present plan has worked out very well.

Of course we see in all media, some amount of lost circulation. Newspapers — outdoor boards — street car and bus cards — direct mail—bankers magazines and directories—all of these are printed word or picture—visual advertising. In order to have a well-rounded, effective advertising program, all of these media should receive careful attention and be allocated a portion of your budget.

Radio, the newest medium, is the spoken word. Do not overlook radio in your advertising appropriation. J. Mills Easton, advertising manager of the Northern Trust Co., Chicago, in a recent talk to the Chicago Federated Advertising Club said in part, "A growing number of banks throughout the country use radio. My institution is in its seventh year in radio. Unlike most advertisers on the air, we have nothing to move from the shelf. To us, radio is not an expedient to accelerate production or distribution. We use it definitely as a long-haul medium to humanize and personalize a semi-public institution. Our particular attitude toward radio differs from that of many sponsors, for we regard our program as a human contact with depositors, and not as a hypodermic."

Radio does provide that warm, friendly, personal contact with both present customers and prospective clients. The voice of the bank comes right into their homes and talks informally with them on financial problems that have been discussed over many a dinner table. Personal loans for paying off old debts or making new purchases—loans for remodeling, repairing or modernizing—making the home more comfortable and livable—safe deposit boxes for protecting valuables—savings accounts for future pleasures and profit—checking accounts for convenience, safety and economy in household management—mortgage loans for home ownership.

Bishop Shift May Affect Fr. Coughlin's Fall Plans

WHETHER Father Charles E. Coughlin, the Detroit radio priest, will return to the air this autumn over his usual sponsored independent hook now depends upon his new Archbishop, Edward Mooney, who has been transferred from Rochester to the newly created Archdiocese of Michigan. Archbishop Mooney succeeds the late Bishop Michael J. Gallagher, who always had supported Father Coughlin's political and social broadcasts on the ground that they educated people in governmental problems.

Detroit reports say there is little likelihood that Father Coughlin will be transferred away from his Shrine of the Little Flower at Royal Oak, Mich., but there is some question whether Archbishop Mooney, noted as a diplomat, will permit him to continue his former type of broadcasting. Father Coughlin is now on the air only on Sunday afternoons with a half-hour sponsored *Children's Hour* over the Michigan Network.

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1937, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

May I Have It Next? . . .

YEARBOOK NUMBER and MARKET DATA EDITION **INCLUDED**

BROADCASTING Magazine,
National Press Bldg., Washington, D. C.

Here's $3 For My Personal Subscription To BROADCASTING

Name _____

Firm _____ Title _____

Address _____

$5 FOR TWO YEARS or for TWO ONE YEAR-SUBSCRIPTIONS

NORFOLK - VIRGINIA
National Representative - EDWARD PETRY & CO.

WTAR
VIRGINIA'S OLDEST BROADCASTER

FOR SALE

Great Sacrifice
Western Electric
1 Kw. 106 B
Transmitter

A well-known Radio Station, which recently has been granted a permit to operate at a higher power will sell a Western Electric 1 kw. 106 B transmitter which cost in excess of $20,000 for $2,500.

The transmitter is in excellent operating condition and complete with Western Electric Crystal control, all tubes, and duplicate set of motor generators and pumps.

Designed to operate from DC supply, but can be modified for AC operation on any power from 100 watts to 1 kw.

Ideal for police department or airport service.

The transmitter may be inspected at any time.

Correspondence is invited from anyone interested in securing this equipment at an exceptionally low bargain price.

Box 705, BROADCASTING

POSITION WANTED

Thorough knowledge all phases of radio work. Good record. Several years as manager of prominent eastern regional station. Will invest in station where future is assured. Competent as manager, commercial manager and engineer. Twenty years' experience. Age under 40. Married. Go anywhere. Box 707, BROADCASTING.

BURRIDGE D. BUTLER — Chief executive, of WLS, Chicago, in one of his rare radio appearances as he recently presented engraved gold watches to Announcer Herbert Morrison and Engineer Charles Nehlsen for their heroic action in covering the *Hindenburg* story for WLS [BROADCASTING, May 15]. The engravings read: "For meritorius service in recording the *Hindenburg* disaster broadcast.'

Another Time Chisel

LATEST of the "free time offers" and one of the most audacious in recent years, is one that comes over the signature of one Jean Stewart on behalf of the United Brewers Industrial Foundation, 21 E. 40th St., New York. It offers radio stations a series of five-minute talks giving "authoritative information on various aspects of beer," its use in cooking, its value in diet, etc. It encloses a postcard (prepaid, thank you) suggesting that stations that reply will be placed on the mailing list to get more of the talks. It makes no mention of buying time.

Too Late to Classify

Help Wanted—Announcer and a salesman. Must have successful background. Give full particulars first letter. KMLB, Monroe, La.

Situation Wanted—Available June 15th, twelve-year veteran with high class record as an executive . . . also programming and announcing. Have been with three of the country's best stations. Also seven years successful work on the air for national advertiser as sports and news columnist and commentator. College graduate, married; best of references. Making change after three and one-half years. Can be reached in Chicago during convention at Plaza 7971. Box 710, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Thoroughly experienced announcer, give us full details and photo in first letter, a personal interview at your expense necessary if your recommendations are attractive to us. Write Radio Station KALB, Alexandria, Louisiana.

Salesman, by live-wire midwestern network full-time station, only station city approximately 150,000 and manned by experienced agency executives who back their men with ideas, continuity, collections, promotion, personal assistance. Commission against guaranteed drawing account. Good prospects and regular paying accounts. Give full particulars including age, experience, sales record, references. Box 708, BROADCASTING.

Radio engineer who can also announce. KGNF, North Platte, Nebr.

Situations Wanted

Desirous locating with station or advertising organization. 30 years old. 8 years' radio experience, all phases. Also first class license. If personal interview desired will attend NAB Convention. Box 690, BROADCASTING.

Announcer-producer. Three years experience. Desires staff position with progressive station. Will record voice for interested parties. Will be in Chicago for Convention. Box 696 BROADCASTING.

Manager, ten years' experience, large, small stations, reputation showmanship, interested Western, Northern stations, references, willing to invest, newspaper radio background, now managing metropolitan station. Box 686, BROADCASTING.

Licensed first class telephone operator, age 25, married, sober, dependable, industrious, loyal, wishes to make change. Preferably West or Northwest. Three years in broadcasting. Box 709, BROADCASTING.

Experienced operator with First Class License desires position with progressive station. Box 697 BROADCASTING.

10 years' selling time—I am a married man, thirty-two years of age, and have been identified with the selling end of radio advertising since 1927. Have been sales manager of an NBC affiliate, national sales manager of a 5,000 watt daytime station, and operated my own business as a special representative. At the present time I am an applicant for a station. Should it not materialize (decision expected by July 15th) I will be available and will be interested in either a position as sales manager or part owner of a station located in city of not less than 200,000 population. Would also consider a straight selling job if satisfied that same offered possibilities of making upwards of seventy-five hundred dollars per year. Can also offer financial assistance to one interested in expanding or in the construction of new station. Let's talk it over during the convention, or write me in care of BROADCASTING. Arthur H. Croghan.

Where is Joseph H. Pierson?

Formerly with WNOX, Knoxville, WAVE, Louisville, and WHAS, Louisville. BROADCASTING, Box 706 would like to get in touch with him.

For Sale—Equipment

1 KW-W. E. 6-B Transmitter, Good Condition, Exceptionally low price, for quick disposal, write for particulars, Box 704 BROADCASTING.

Increasing Power to 1 KW?

FOR SALE...Western Electric 106-B 1 KW transmitter revamped for high fidelity to meet all FCC requirements. Has 5,000-volt rectifier, speech equipment and spare generators and tubes. Priced at $3,300 for immediate sale. Write for pictures and details to:

KVI
Tacoma, Washington

Wanted to Buy

1—General Radio Company type 224 wave meter, complete with all calibration curves. WCBD, Chicago.

Would be interested purchasing either controlling or full interest small local station, preferably Northwest. Box 703 BROADCASTING.

Want to buy part or whole interest 100 watter or any independent, help manage, references. Box 687, BROADCASTING.

Wanted 1,000 to 2,500 watts transmitter. Western Electric preferred. Must be in good working condition and very low priced. Box 673, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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32 ROCKLAND PLACE
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NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

Alexander Sherwood
Buriness Consulant in Broadcasting
360 North Michigan Avenue
CHICAGO ILLINOIS

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering Service
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RADIO EVENTS Inc., New York, is making a confidential survey in four sections of the country in an effort to determine what factors enter into the production of local programs that have been successful in competing against network and all-star transcriptions for the local audience. Telephone surveys, sales results and other means of determining results are being used.

Boy Scouts Given Time by Sponsors

COOPERATING with the Boy Scouts of America to promote their Jamboree which will be held in Washington, June 30 to July 9, more than 25 national advertisers have donated time on their network programs for courtesy announcements. The networks and individual stations have also been generous in donating announcements and special programs, Leslie C. Stratton, national director of public relations for the Scouts, told BROADCASTING.

Some 65 network programs have or will broadcast Scout promotion before the Jamboree takes place, he stated, while the individual station broadcasts for this event will total in the hundreds. KSL, Salt Lake City, for one, has broadcast nine special 15-minute Jamboree programs.

Tastyeast Inc., Trenton, leads the list of cooperating advertisers, having inserted boosts for the encampment on 11 of its NBC programs. Other advertisers, who have given the Scouts from one to a half-dozen program mentions, include: George W. Caswell & Co., New York, New Haven & Hartford R.R., Alleghaney Steel Co., G. Washington Coffee Refining Co., Molle Co., Group of American Banks, Carnation Co., Modern Food Process Co., General Mills Inc., Colgate-Palmolive-Peet Co., Radio Corp. of America, C. F. Mueller Co., Loose-Wiles Biscuit Co., Postal Telegraph-Cable Co., Durkee's Famous Foods, Ltd., Sussman & Wormser & Co., Jergens-Woodbury Sales Corp., Sun Oil Co., Wasey Products Co., Corn Products Refining Co., Miles Laboratories Inc., Albers Bros. Milling Co., General Foods Corp., and National Biscuit Co.

Lottridge to KOMA

APPOINTMENT of J. Buryl Lottridge, former sales manager of Central States Broadcasting System, Omaha, as commercial manager of KOMA, Oklahoma City, Hearst-owned station, was announced June 2 by Neal Barrett, station manager. Mr. Lottridge began his radio career in 1926 as an announcer, artist and producer, working on such stations as WLS, WHO and WDAF. In 1928 he was assistant manager of KCRC, Enid, Okla., and in 1930 was business manager of KFH, Wichita. He has also been with the Willott Co., station representatives, and was commercial manager of WMT, Waterloo, before joining Central States in 1934. He was instrumental in the organization of the Sales Manager's Division of the NAB and was its chairman until a few months ago.

Anderson Fall Plans

ANDERSON Co., Gary, Ind., is sponsoring a daily five-minute sport review on WIND, Gary, to advertise the Spot-Master, a new type of side-view mirror for automobiles. Plans for a national campaign, which will probably be launched in the fall, are now being considered. Schwab & Beatty Inc., New York, is in charge.

AIR AIRING—When Dick Merrill and Jack Lambie stopped at the Raleigh municipal airport on their regular Eastern Airlines passenger flights after their sensational West-East and East-West flights across the Atlantic, WPTF was on the job. Surrounding the WPTF mike, left to right, are Merrill and Lambie, and Carl Goerch, WPTF commentator.

Woolley Leaves WWJ

EASTON C. WOOLLEY, who on Sept. 16 last became manager of WWJ, Detroit, resigned on June 1 and will enter new activities, as yet unannounced. No statement beyond the fact of the resignation was made by William J. Scripps, *Detroit News* director of radio operations, except that Mr. Scripps said he was personally taking over the managerial duties. No plans are under way for a new manager, nor has Mr. Woolley verified reports that he may rejoin the NBC station relations department. He resigned from station relations last fall to accept the WWJ post.

CBS Stadium Concerts

CBS announced June 9 that it has secured exclusive broadcasting rights to the Lewisohn Stadium Concerts in New York City for the summer of 1937. These concerts, which run for eight weeks in June, July and August and are one of the world's most famous outdoor music institutions, are in their twentieth season. They are performed by the Philharmonic-Symphony Society of New York under the auspices of Stadium Concerts, Inc.

Cantaloupe Drive

WESTERN GROWERS Protective Association, Los Angeles, in the interest of California and Arizona grown cantaloupes, honey dew and honey ball melons, through J. Walter Thompson Co., that city, on July 10 will start a six-week spot announcement campaign concentrating on the eastern market. Announcements will be used six times weekly on the following 15 stations: WOR, WMCA, WLS, WMAQ, WBZ, WBZA, WCAE, KYW, KSD, WKRC, WHO, KMOX, WJR, WTAM, KSTP. Campaign will also include newspapers.

Flour Firms Place

MORTON MILLING Co., Dallas (La France flour), started a quarter-hour thrice-weekly series, *Friendly Frolic*, over the Texas Quality Network (WFAA, KPRC, WOAI) June 2. Another Dallas flour firm, Burris Mills (Texocan Flour), recently renewed its quarter-hour five-weekly hillbilly show for 52 weeks on the same network. J. Walter Thompson Co., Chicago, is the agency for both flour firms.

OBLIGING FISH
Angler Has Five Minutes to Get One—And Does

MARCUS EVANS, supervisor of the Dallas municipal fish hatchery, had just five minutes in which to catch a fish or the *Radio Goes Fishing* program of WFAA would be a flop.

Announcer Bill Hightower, with a portable transmitter strapped to his back, was nearing the end of the 30-minute program he and announcer Hal Thompson staged at the hatcheries. Mr. Evans, a barbless hook on his pork rind spinner, stood on the bank of one of the rearing ponds and at the signal from Hightower, began casting. One, then two minutes passed. Faster and faster Evans cast, faster and faster Hightower talked. With less than three minutes to go, a nice one struck solidly and was speedily landed. On the next cast, in another part of the pond, a second strike netted fish No. 2.

The broadcast was timed to bring to the attention of fishermen the necessity of good sportsmanship and the value of conservation. Fishing laws, including bag limits, were explained to the listeners.

Household Continues

HOUSEHOLD FINANCE Corp., Chicago, after successfully testing *Across the Breakfast Table* on KMBC, Kansas City, is giving the program a final test on WBBM, Chicago, before putting the show on a regional CBS network. Broadcast from Kansas City in the morning, the porgram which started over WBBM June 8, is now being heard on Tuesdays, Thursdays and Saturdays at 5:45-6 p. m. under the title *Across the Dinner Table*. Margaret Heckle and Neal Keel co-star in the show, which offers gossip about current affairs. BBDO, Chicago, handles the account.

Don Lee Names Peiser

SEYMOUR PEISER, formerly Los Angeles newspaperman and feature writer, has been appointed publicity director of the Don Lee Broadcasting System, succeeding Wayne Miller who resigned to join Hixson-O'Donnell Inc., agency handling the Richfield Oil Corp. account. Miller will supervise writing and editing news copy for the NBC-Pacific Red network *Richfield Reporter* broadcasts, and takes over the assignment formerly held by Fred Yeates, resigned.

Earle Ferris Organizes

FORMATION of Earle Ferris Radio Feature Service Inc., with offices in the Taft Building, Hollywood, was announced June 4. Officers are Earle Ferris, president and treasurer; Irving Parker, vice-president and general manager, and George Lessall, secretary. The Ferris organization has been functioning in Hollywood as a branch office, but now is a separate California corporation.

EMPLOYES of WTMJ, Milwaukee, together with employes of the *Milwaukee Journal* who have been with the company for at least five years, are being permitted to participate in the purchase of one-fourth interest in the Journal Co., totaling 30,000 shares, at $35 per share.

Guild Now Negotiating WMCA Labor Contract

HAVING successfully negotiated an agreement with management of CBS regarding recognition of itself as exclusive bargaining agent for announcers and production men, wages, hours of work and conditions of employment [BROADCASTING, June 1], the American Guild of Radio Announcers and Producers is now holding similar negotiations with the management of WMCA, New York.

Committee representing the station's 17 announcers and directors, who signed up 100% with the Guild early last month, consists of Floyd Miller, James Clemenger and Andrew Stanton. Donald Flamm, president, and William Weisman, vice-president and attorney for the station, are representing WMCA management. Several meetings have been held by the committees and Roy Langham, president of the Guild, reports that satisfactory progress toward a contract is being made.

RMA Reelects Slate

RE-ELECTION of the entire slate of officers of the Radio Manufacturers Association was voted June 9 at its convention in Chicago. Leslie F. Muter, president of the Muter Co., Chicago, was re-elected president for a fourth term, and Bond P. Geddes, executive vice-president and general manager with headquarters in Washington, was renamed, as was Fred D. Williams, treasurer. Membership of the board of directors was increased from 18 to 25. John A. Van Allen, Buffalo, was reappointed legal counsel.

Field Starts Firm

GEORGE H. FIELD, formerly eastern sales manager of Radio Transcriptions of America Ltd., has started his own company, General Transcription Features Inc., and opened offices at 505 Fifth Ave., New York. The new company will specialize in the production of one-minute and five-minute recorded programs for sponsorship by retailers in specific fields and is now working on series of such transcriptions for drug stores, loan companies, used car dealers, jewelry stores, furniture stores, bakeries and laundries.

Wilson Expanding

WILSON & Co., Chicago (meats), has renewed its daily one-minute spot schedule on KOMA, Oklahoma City. The packing firm is also participating in the *Margery Miles* program on Yankee Network and recently began a new quarter-hour live-talent program on WGN. United States Adv. Co., Chicago, Wilson agency, started handling advertising for the packing firm's dog food recently.

LADY ESTHER Co., Evanston, Ill. (cosmetics), will switch agencies Sept. 1 when Lord & Thomas, Chicago, will take over the account. No change in the program is contemplated at present. Wayne King and his orchestra is currently on 38 NBC-Red stations Tuesday nights and 40 NBC-Red stations Wednesdays.

May all your presentations be Radio Events

RADIO EVENTS

This is our second column in BROADCASTING. *Because there has been some confusion of our three affiliated organizations, we have decided to devote this column to an explanation.*

Of course the original organization is Radio Events, Inc.—however, it's no longer The Script Library. Radio Events, Inc. today serves the radio agencies of the country handling either the complete show or any part of a show, network or transcription. As President of Radio Events, Inc. there is the writer and as Chairman of the Board there is Georgia Backus. It may interest the readers of this column to know that it was five years ago that Miss Backus left the Columbia Broadcasting System and that the writer left the Brunswick Radio Corporation to form Radio Events.

The original function of Radio Events, that of The Script Library is now an entity apart with Genevieve Pace as general manager. Miss Pace has been behind the scenes of The Script Library for a good many years and most of what has gone on between stations and our organization has passed through her hands. Today, however, she is the last word on what The Script Library does and has an adequate force to supply each and every station demand from a five-minute dramatized commercial to an hour gala broadcast with full symphonic orchestra and chorus (completely catalogued, too). The Script Library is entirely distinct from Radio Events, Inc. It has its 135 writers and its 3500 titles. (*That number naturally changes day by day.*) Hundreds of scripts pass through its hands every week and the cream of these become available to the broadcasting stations of the country at a nominal royalty fee.

The third affiliated corporation is Service Programs, Inc., headed by that outstanding merchandising authority, Gladys Miller. Here is an organization that follows through from idea to sale, from blueprint to cash register. It reverses the usual procedure—it builds a merchandising idea first and on the merchandising idea builds a broadcasting program.

These three, The Script Library, Radio Events, Inc., and Service Programs, Inc. have already brought thousands of dollars in time sales to radio stations.

They are not represented by sales people at the Convention for their job is to help you sell when you're back home.

This column, although it may be redundant to say so, is addressed to those station executives who are in attendance at the N.A.B. Convention in Chicago and that you may have a pleasant convention is the wish of Genevieve Pace of The Script Library, Gladys Miller of Service Programs, Inc., Georgia Backus, Chairman of the Board of Radio Events, Inc., and the writer.

Joseph M. Koehler

The Script Library
SERVICE PROGRAMS, INC.
RADIO EVENTS, INC.
535 Fifth Ave., N. Y.

Mogul Joins Austin

EMIL MOGUL, who wrote and produced *Calling All Men* for Barney's Clothes Inc., New York (men's clothing), has joined Alvin Austin Co., that city, and will be in charge of the agency's radio department. Under Mr. Mogul's direction Barney's Clothes Inc., a single retail establishment, became one of the largest users of radio advertising in New York and its annual volume of business increased to over $1,000,000 with an annual radio budget of $100,000.

Beemer Agency Adds

BRACE BEEMER Inc., Detroit advertising agency specializing in radio, on June 11 announced that it had added Bromley House and T. E. Campbell to its staff. Mr. House for the last two years was an announcer and baritone with WTAM, Cleveland, and becomes the agency's production manager. Mr. Campbell, former newspaperman and college professor, has been named continuity editor.

Does Your Station Need a Commercial Manager?

I was formerly manager of a regional in a city of 150,000. Have had ten years in radio, advertising, and promotion. Four and one half-years as head of one of the South's leading agencies with radio billings in excess of $200,000 annually. Available in three weeks. Address Box 712, BROADCASTING.

AAAA Pacific Conclave

THE American Association of Advertising Agencies has designated Oct. 21 and 22 for its third annual Pacific Coast convention, to be held in the Hotel Del Monte, Del Monte, Cal. The convention executive is O. H. Blackman, former president of the Blackman Co., New York, and a charter member and early director of the association. Douglas McPhee, San Francisco advertising and business writer, will serve in an advisory capacity. Pre-convention headquarters are in Mr. McPhee's office in the Russ Building, San Francisco. Details were worked out during a recent visit to the coast of Frederic R. Gamble, AAAA executive secretary.

WMCA Hotel Deal

AL ROSE, sales promotion manager of WMCA, New York, has made araringements with four hotels—New Yorker, Lexington, Park Central and Waldorf-Astoria—to have WMCA programs available at all times to guests of the hotels, all of whose rooms are equipped with radios affording a choice of three or four stations. In return, WMCA is broadcasting a program for visitors each weekday mornnig from 8:55 to 9, listing outstandnig events of the day in the city, including meetings and banquets to be held at these hotels.

MENTHOLATUM Co., Wichita (proprietary), is currently placing a series of six-weekly spot announcements through Dillard-Jacobs Adv. Agency, Atlanta.

MODEL K-2 STUDIO TYPE

The New Astatic Plug and Socket

Astatic Spring Cable Protector

NEW REDUCED PRICE

This quality wide range non-directional microphone has an interior assembly of two dual diaphragm high fidelity units—a dependable, clear toned microphone that broadcasting and P.A. engineers are installing to replace now out-dated, bulkier, more erratic devices. Never before has a crystal microphone of this quality been offered at so low a price of $27.50 List.

WRITE FOR ASTATIC LITERATURE

Licensed under Brush Development Co. Patents
ASTATIC PATENTS PENDING
ASTATIC MICROPHONE LABORATORY, INC.
DEPT. BR, YOUNGSTOWN, OHIO, U. S. A.
Pioneer Manufacturers of Quality Crystal Devices

Word on Hollywood Site For NBC Expected Soon; KMTR Offer Rejected

FACED with the problem of expanding facilities to accommodate the fall influx of new shows to originate from the West Coast, Lenox R. Lohr, NBC president, was in Hollywood June 4-8 to confer with Don E. Gilman, Pacific Coast vice-president. Announcement from New York as to the site is expected soon, with the Sunset Blvd.-Vine St. property and the old Metro lot near Santa Monica Blvd. and Cahuega still being considered. Plans for the new studios are being prepared in New York.

Victor Dalton, operator of KMTR, who offered his station to NBC to replace KECA as the Blue outlet, is holding up erection of a projected new "radio village" near Santa Monica Blvd. and Cahuega, but it is understood his offer will not be accepted. Representatives of Earle Anthony, owner of KFI and KECA, have increased their offer to Dalton to $200,000 for KMTR, but Dalton stated he was not interested but might be interested in an offer from NBC. He said M-G-M had made an offer for his station which he rejected.

William Lewis, CBS vice president in charge of programs, was also in Hollywood early in June for conferences with Charles Vanda, Pacific Coast production manager, on new programs to emanate from the West Coast this summer and fall.

Crown Turns to Spots

CROWN OVERALL Co., Cincinnati (Crown Overalls), will drop its Mutual show the first part of July in favor of a transcribed program series. Practically the same set-up of stations as was used on the net will be used for the new series. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Air Conditioning Test

DELCO-FRIGIDAIRE Corp., Dayton (division of General Motors), has purchased 100 station-break announcements twice daily on WHIO, Dayton, in a test campaign for the firm's home air-conditioning unit. Series, which is the first radio advertising to be used for this product, is placed through the Dayton office of Lord & Thomas.

WANTED
TO BUY
RADIO STATION

BY PARTY NOT NOW IN BROADCASTING

Preferably Located East of the Mississippi

WRITE OR WIRE
Box 711
BROADCASTING

Rumors Swirl Over Vacancy on FCC

Many Candidates Named As Possibilities For Post

THERE were indications in high administration circles during the last fortnight that President Roosevelt, cognizant of the internal situation at the FCC and fully aware of the large amount of criticism currently being heaped upon that agency, is considering the appointment of a man having a broad knowledge of the whole field of communications and federal regulation to succeed Dr. Irvin Stewart, who retires June 30.

At his regular press conference June 11, President Roosevelt indicated that the FCC post, along with two vacancies on the ICC, will be filled soon. This was interpreted as meaning that the Stewart successor might be named in advance of June 30.

The Democratic vacancy created by Dr. Stewart's decision to accept the post of director of the Committee on Scientific Aids to Learning under the National Research Council has caused considerable stir in political circles and has provoked activity on behalf of various candidates. It was learned, however, that serious efforts are being made to keep the post away from politics in order to give the President free hand to select a man of outstanding stature who might give the FCC new leadership.

The White House apparently is in no hurry to fill the vacancy, and the selection may not be made known before Dr. Stewart leaves July 1 for his new post in New York. In the meantime, all sorts of conjecture and rumor are still going the rounds and finding their way into print regarding the White House's purposes, none of which can be verified in official quarters. One story indicated that more than one new appointment may be made to the Commission, with one or more commissioners shifted to other posts.

Possible Appointees

The known field of candidates thus far seems to be headed by Fritz Lanham, Democratic member of Congress from Fort Worth, Tex. His name has been placed before President Roosevelt by Rep. Sam Rayburn, Democratic floor leader of the House and chairman of the House Interstate Commerce Committee at the time the Communications Act of 1934 was framed. Rep. Rayburn was the original sponsor of Dr. Stewart and stands very high in administration circles.

Whether Rep. Lanham would be interested in the job, has not definitely been indicated, but it was learned that when his name was advanced administration leaders raised the question of technical qualifications, thus indicating that the President was disposed to find a man of experience in the communications field. Rep. Lanham is the son of a former governor of Texas, a graduate of the University of Texas and a man of outstanding ability in the House where he is now representing his district for the ninth term. It is understood he is favorably disposed to leaving Congress, but has had his eye on the Department of State.

The possible candidacy of Rep. Lanham thus conflicts with that of Hampson Gary, now FCC general counsel, who also is from Texas, and who has strong Senatorial support. Mr. Gary served on the original FCC for six months in 1934 to fill out an interim appointment until Anning S. Prall, present chairman, could assume the post after his retirement from Congress. Mr. Gary once served in the diplomatic corps under President Wilson and was a friend of Mr. Roosevelt, then Assistant Secretary of the Navy.

Mr. Gary's Senatorial sponsors are understood to include Senators Sheppard, McAdoo, Wheeler, Murray and Pope.

Definitely being considered by the White House is the name of Comdr. T. A. M. Craven, now FCC chief engineer, which post he assumed a little more than a year ago at the request of the White House, relinquishing a lucrative consulting engineering practice to accede to its wishes. He is outstanding among American radio engineers, having served in the Navy on radio duty for 20 years or more and having served under Mr. Roosevelt during the war days. Comdr. Craven is from New Jersey.

The only other candidate whose name is still being mentioned is Denis J. Driscoll, chairman of the Pennsylvania Public Utility Commission, who served in the last Congress as Representative from St. Mary's, Pa. Mr. Driscoll is said to be backed by Senator Guffey, (D. Pa.) but he has told friends that he would prefer, if a Washington post is offered to him, to serve on the Federal Power Commission or some such agency more within his scope of experience. Mr. Driscoll, 66 and an attorney, gained considerable fame during the last Congress by exposing the fake telegrams sent members of Congress in opposition to the Wheeler-Rayburn utility holding company measure.

The name of H. A. Merrick, of Seattle, first advanced by Senator Schwellenbach, (D-Wash.) while still up evidently is not being pushed, and there is now some question whether the Western Senators are going to persist in their demand that the post go to a westerner [BROADCASTING, June 15]. Similarly, Carl F. Arnold, FCC assistant general counsel assigned to the Telegraph Division, is not now regarded as a candidate; Mr. Arnold resigned from the FCC June 2 in order to return to the University of Wyoming as dean of its Law School.

Dark Horse Possible

There is a possibility that a "dark horse" will be projected into the field either by President Roosevelt himself or by Senators whom he desires to favor. The President has several important vacancies to fill in the federal establishment, including an Assistant Secretary of War, Assistant Secretary of State, Civil Service Commissioner, a Federal Power Commissioner, two Interstate Commerce Commissioners — and there is a possibility that he may do some shifting around.

While there is no official verification, the report persists that the President is holding up the two I. C. C. appointments and others pending anticipated action on his government reorganization program. If this theory is correct, then there is the possibility that the Stewart vacancy will not be filled by July 1 since the FCC, under the President's program, would be slated for possible absorption by the Department of Commerce. Legislative observers, however, feel that there is little likelihood of the reorganization program being carried to fruition at this session.

* * *

WITH THE resignation from the FCC of Carl F. Arnold, assistant general counsel for the telegraph division, who also served as special counsel of the investigating committee inquiring into alleged improprieties of lawyers practicing before it, the FCC at an en banc meeting June 2 appointed Samuel H. Kaufman, of New York as special counsel for the probe. Kaufman's appointment was on recommendation of Telegraph Commissioner George H. Payne, chairman of the investigating committee.

Mr. Arnold resigned to return to the University of Wyoming, where he will resume duties as dean of its law school. He had served as special counsel of the investigating committee, but whether the activities of this committee motivated his decision to resign was not disclosed officially.

The new special counsel, a practicing attorney in New York, first has been assigned to handle a study of charges brought by the FCC against two Washington attorneys—Paul M. Segal, and his associate George S. Smith, upon motion of Telegraph Commissioner Payne's investigating committee. He was a former special assistant to the Attorney General in the investigation of immigration cases.

The order to show cause issued by the FCC against the two Washington attorneys specifies that an answer shall be filed by June 19. A hearing on the allegations [BROADCASTING, June 1] presumably will be scheduled soon.

Telegraph Commissioner Payne is plaintiff in a $100,000 suit alleging libel against BROADCASTING. This case is now awaiting trial in the U. S. District Court for the District of Columbia. Messrs. Segal and Smith are of counsel for the publication.

ANOTHER WAR—May find radio announcers and control men equipped something like this. The picture was taken during a recent drill in protection against gas attack in which the entire staff of Station EIAR, Rome, was required to participate. Announcer read the news through mike inlet within the mask, which lets out speech, keeps out gas.

Distant Eclipse Covered Effectively by Networks

THE RESULT of months of planning and thousands of miles of traveling by announcers and engineers accompanied by tons of equipment was realized on June 8, when the three-and-a-half-minute total eclipse of the sun was described for the NBC audience by George Hicks from Canton Island in the mid-Pacific at 3 p. m. and for the CBS audience by Bill Perry from Casma, Peru, at 6 p.m. Perry's broadcast from the location of the Hayden Planetarium-Grace Peruvian expedition, 12,000 feet high on a mountain peak, was sent to Lima, 300 miles away, by direct wire, and was broadcast by shortwave from Lima to the United States. CBS Engineer Ray Newby supervised the technical arrangements.

Hick's voice was sent by ultra-shortwave from a transmitter on Canton Island, manned by Marvyn S. Adams, NBC engineer, to a receiver on the Navy minesweeper Avocet, where another transmitter, in charge of another NBC engineer, Walter H. Brown, relayed the description some 4,000 miles to Point Reyes, Cal., whence it was fed to the Blue network at San Francisco.

Ralston to Return

RALSTON PURINA Co., St. Louis, will bring its juvenile serial back to NBC on Sept. 27, when it will start a 52-week, five days weekly, broadcast of *Tom Mix's Straight Shooters* on the Blue network in the interest of Ralston Wheat Cereal. Account is handled by Gardner Adv. Co., St. Louis.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MAY 29 TO JUNE 12, INCLUSIVE

Decisions . . .

JUNE 1

APPLICATIONS GRANTED:

WHLB, Virginia, Minn.—CP increase D 100 to 250 w.

KFYR, Bismarck, N. D.—CP move trans., change equip., vert. radiator.

KGBX, Springfield, Mo.—Mod. license re directional antenna.

WLBL, Stevens Point, Wis.—Mod. CP move locally, new equip., increase D to 5 kw.

KGBU, Ketchikan, Alaska — Mod. CP change trans., vert. radiator, decrease D 5 to 1 kw.

WMBS, Uniontown, Pa.—Mod. CP trans. site, antenna.

KOL, Seattle—Mod. CP extend comple.

KSEI, Pocatello, Id.—Mod. license D 500 w to 1 kw.

KYA, San Francisco — License for CP 1230 kc 1 kw 5 kw D unl.

KFJB, Marshalltown, Ia.—License for CP as mod.

KOYN, Pine Bluff, Ark. — License for CP.

KAND, Corsicana, Tex.—License for CP as mod.

SET FOR HEARING—NEW, C. Bruce McConnell, Indianapolis, CP 1500 kc 100 w 250 w D; NEW, Floyd A. Parton, San Jose, Cal., CP 1330 kc 250 w D; NEW, Enterprise Co., Beaumont, Tex., CP amended to 1350 kc 250 w 500 w D unl.; NEW, W. H. Hartman Co., Waterloo Daily Courier, Waterloo, Ia., CP 1400 kc 500 w D; NEW, Church of Jesus Christ of Latter Day Saints, Salt Lake City, CP exp. station 50 kw; KMLB, Monroe, La., CP move trans., new equip., directional, change to 620 kc, increase to 500 w unl.; KQW, San Jose, Cal., CP move trans., increase D 1 to 5 kw, vert. radiator; WEED, Rocky Mount, N. C., CP directional N, change to 1240 kc, increase 100 w 250 w D unl. D, Sh.-WCHV N, to 500 w unl.; KSLM, Salem, Ore., CP move trans., new equip., vert. radiator, change 1370 to 1360 kc, increase 100 to 500 w; WCNW, Brooklyn, mod. license to use all hours now used by applic. and WMBQ hours; WQDM, St. Albans, Vt., mod. license spec. to D, LS Cleveland.

SPECIAL AUTHORIZATIONS — WWJ, Detroit, ext. temp. auth. 5 kw N to 7-2-37; KGFI, Corpus Christi, Tex., temp. auth. remain silent 30 days to move to Brownsville.

ORAL ARGUMENTS — KINY, Juneau, Alaska, 9-16-37; NEW, Leonard A. Versluis, Grand Rapids, 9-16-37.

ACTION ON EXAMINERS' REPORTS:

NEW, Lincoln Memorial Univ., Middlesboro, Ky.—CP 1210 kc 100 w unl.; mod. CP change equip., increase 100 w to 100 w 250 w D 1210 kc unl., sustaining Examiner Seward.

J. L. Statler, d/b Baker Hospital, Muscatine, Ia.—Denied authority transmit programs to stations in Canada and Mexico, sustaining Examiner Walker.

NEW, J. Leslie Doss, Sarasota, Fla.—Denied as in default CP 1390 kc 250 w D, sustaining Examiner Berry.

NEW, Northern Brdcstg. Co., Traverse City, Mich.—Denied as in default CP 803 kc 500 w D, sustaining Examiner Berry.

MISCELLANEOUS — Lamar Life Ins. Co., Jackson, Miss., granted pet. postpone hearing Standard Life Inc. Co., Jackson; KRKO, Everett, Wash., granted continuance hearing; NEW, Brenau College, Gainesville, Ga., denied postponement action on WAPO applic. pending decision on Brenau College applic.; WTAQ, Green Bay, Wis., granted indef. continuance hearing; WCHS, Charleston, W. Va., granted continuance hearing; Key City Brdcstg. Co., Kankakee, Ill., denied continuance hearing; KGA, Spokane, denied continuance deposition session applic. C. P. Sudweeks; WCMI, Ashland, Ky., denied continuance hearing applic. CP, denied continuance deposition session; KOLO, Mason City, Ia., granted reconsideration action 1-12-37 setting for hearing its applic. change equip., increase D to 250 w, and granted same without hearing; NEW, Robert Raymond McCulla, Oak Park, Ill., denied continuance hearings 6-15-37 on applic. CP; NEW, El Paso Brdcstg. Co., El Paso, denied reconsid. supplemental request take depositions; NEW, Robert E. Clements, Huntington Park, Cal., denied postponement hearing; NEW, Burlington Brdcstg. Co., Burlington, Ia., granted pet. intervene hearing Leon M. Wisfeld; NEW, Harold F. Gross, Lansing, granted continuance hearing; WBNO, New Orleans, continued hearing to same date as applic. Standard Life Inc. Co. of the South; NEW, Continental Radio Co., Denver, denied indef. continuance hearing on applic. KVOD; Tri State Brdcstg. Co., granted pet. intervene applic. El Paso Brdcstg. Co.; WSAN, WCBA, Allentown, Pa., granted joint motion continue hearing; NEW, Monocacy Brdcstg. Co., Rockville, Md., granted motion continue hearing at least 60 days applic. 1140 kc 250 w D; KMLB, Monroe, La., denied continuance hearing applic. KTBS and for consolidation with KMLB applic.; WHAT, Philadelphia, denied reconsid. denial CP change equip., etc.

RATIFICATIONS—WHAT, Philadelphia, extension effective date action denying CP applic.; order to take depositions in KRKD transfer applic. granted; Earl Yates denied motion to suppress order to take depositions in applic. El Paso Brdcstg. Co.; supplemental request El Paso Brdcstg. Co. for amendment order take depositions; granted continuance hearing on applic. John W. Haigis, Greenfield, Mass., hearing set for 6-25-37; denied continuance date take depositions in applic. John Stewart Bryan re new station at Petersburg, Va.; WGAR granted petition intervene WRBC applic. new station at Cleveland; Havens & Martin Inc. granted petition intervene WRVA applic. CP; Joseph C. Callaway and Harry Dahl granted order take depositions WKBH applic.; Radiotel Corp., San Diego, granted pet. intervene applic. Warren B. Worcester; WGRC granted petition intervene WRBC applic. Cleveland.

JUNE 2

NEW, Saginaw Brdcstg. Co., Saginaw, Mich.—Denied rehearing on applic. CP 1200 kc 100 w 250 w LS spec. and on applic. Harold F. Gross and Edmund C. Shields for CP 950 kc 500 w D.

W2XNT, New York—Denied mod. temp. auth. television station 2000-2100 kc 500 w unl., also final order entered denying applic. CP visual station.

JUNE 8

APPLICATIONS GRANTED:

WTFI, Athens, Ga.—Mod. CP move studio, increase D 500 w to 1 kw.

KSRO, Santa Rosa, Cal.—CP move trans. site, extend comple.

KTEM, Temple, Tex.—License for CP.

KCMC, Texarkana, Ark.—License for CP.

KVEC, San Luis Obispo, Cal.—License for CP.

WFBG, Altoona, Pa.—License for CP as mod.

KRLC, Lewiston, Id.—License for CP as mod.

WKBW, Buffalo—License for CP.

WGR, Buffalo—License for CP as mod.

KGNC, KFYO, Lubbock, Tex.—Auth. transfer control of Plains Radio Brdcast. Co. (KGNC) to Globe News Pub. Co.

WSIX, Nashville—Vol. assign. license to WSIX, Inc.

SET FOR HEARING—NEW, Southern brdcstg. Corp., Begulusa, La., CP 1500 kc 100 w 250 w D unl.; NEW, Seaboard Brdcstg. Corp., Savannah, CP 1310 kc 100 w 250 w D unl.; NEW, Martin R. O'Brien, Aurora, Ill., CP 1240 kc 250 w D; NEW, Tom Ilsen, Port Angeles, Wash., CP 1420 kc 100 w unl.; WMAZ, Macon, Ga., CP change equip., increase D 1 to 5 kw; NEW, State Brdcstg. Corp., New Orleans, CP 1500 kc 100 w unl.; NEW, Radiotel Corp., San Diego, CP amended to 920 kc 1 kw unl.; WMBZ, Saranac Lake, N. Y., vol. assign. license to Upstate Brdcstg. Corp.; KLRA, Little Rock, Ark., CP directional N; WHK, Cleveland, CP directional N.

APPLICATIONS DISMISSED—(request of applicants)—NEW, WDRC, Inc., New Haven, CP 1330 kc 250 w to synchronize with WDRC; WFIL, Philadelphia, 560 kc 5 kw unl.

ORAL ARGUMENT SCHEDULED—9-23-37: KDON, Monterey and Salinas Newspapers Inc., Salinas, Cal.; WHOM, Jersey City; Sharon Herald Brdcstg. Co., Sharon, O., and Allen T. Simmons, Mansfield, O.; KADA, Ada, Okla.; 9-30-37; WSOC, Charlotte, N. C.

MISCELLANEOUS—WRR, Dallas, pet. intervene applic. Centennial Brdcstg. Corp., Dallas; WDAE, Tampa, Fla., auth. intervene applic. Tribune Co., Tampa, CP 940 kc 5 kw LS unl.; KXA, Seattle, granted request continue hearing on applic. CP; NEW, Richland Brdcstg. Co., Mansfield, O., denied pet. to withhold decision on applic. Allen T. Simmons, Mansfield, for CP until such time as hearing is held on petitioner's applic.; KCRC, Enid, Okla., granted request withdraw applic. CP 1360 kc 500 w unl., without prejudice; NEW, Seaboard Brdcstg. Corp., Savannah, denied hearing on applic. Arthur Lucas for new station at Savannah until such time as Commission shall schedule for hearing applic. of Seaboard Brdcastg. Corp., and that hearings be consolidated; NEW, Seaboard Brdcstg. Corp., Savannah, granted pet. intervene applic. Arthur Lucas; NEW, George H. Payne, San Jose, Cal., granted continuance hearing on applic. new station; NEW, Kenneth Baker, Hartwell Gaus ad V. A. Bernier, Kankakee, Ill., granted pet. intervene applic. Robert Raymond McCulla; NEW, Gallatin Radio Forum, Gallatin, Mont., denied motion quash order take depositions on applic. Roberts-McNab Co. for CP at Bozeman, Mont., and dismissed Roberts-McNab Co. apposition; WOW, Omaha, denied extension effective date order on applic. WKZO for CP move trans. etc.; WAAB, Boston, denied auth. operate 1 kw D pending effective date Commission order authorizing such operation; WKEU, Griffin, Ga., granted pet. continuance hearing 6-18-37; KGMB, Honolulu, granted continuance hearing to November; WBNO, New Orleans, Commission on own motion continued hearings on applic. Coliseum Place Baptist Church. WJBW, Southern Brdcstg. Corp., Standard Life Ins. Co.; WRC, Washington, denied reconsid. & grant without hearing applic. 5 kw N; KFWB, Hollywood, same; KMBC, Kansas City, same.

RATIFICATIONS — KROC, Rochester, Minn., granted without hearing applic. CP change equip., increase D to 250 w; WEAU, Eau Claire, Wis., granted without hearing applic. CP trans. site, increase from D to LS Abilene, Kan.; NEW, Northwest Research Foundation Inc., Seattle, dismissed without prejudice applic. CP 1530 kc 1 kw unl.; WCLS granted continuance hearing to 9-7-37; Athens Times Inc., granted continuance hearing to 9-7-37; Southern Minn. Supply Co. granted continuance hearing to 7-15-37; WCMI, Ashland, Ky., reconsid. action 6-1-37 denying continuance hearing and directed hearing continued to 9-8-37; George W. Taylor Co. denied continuance hearing; J. K. Patrick & Co. granted order take deposition on applic. CP Athens, Ga.; WSMK granted hearing applic. CP 7-2-37 together with applic. KQV.

Examiners' Reports . . .

NEW, Charles Porter & Edward T. Eversole, Festus, Mo.—Examiner Seward recommended (I-428) that applic. CP 1420 kc 100 w D be granted.

KIEM, Eureka, Cal.—Examiner Seward recommended (I-429) that applic. CP increase 500 w to 1 kw be granted.

WMBO, Auburn, N. Y.—Examiner Seward recommended (I-430) that applic. transfer control of corp. to Auburn Publishing Co. be denied.

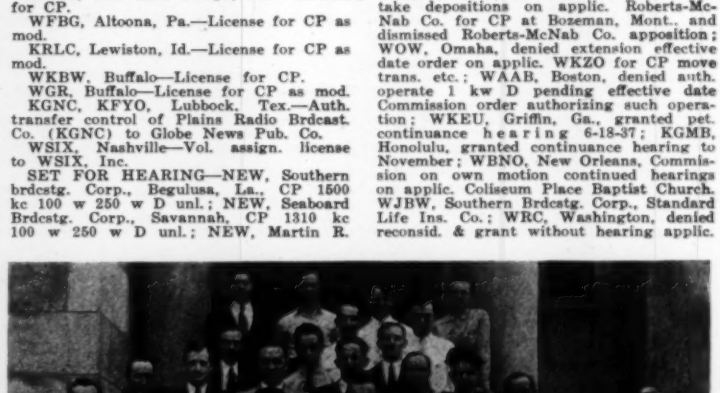
NEW, Curtis Radiocasting Corp., Indianapolis—Examiner Irwin recommended (I-431) that applic. 1500 kc 100 w 250 w LS spec. be denied; WKBV, Richmond, Ind., recommended that mod. license spec. to unl. be denied.

NEW, Bend Bulletin, Ben. Ore.—Examiner Hill recommended (I-432) that applic. CP 1310 kc 100 w 250 w LS unl. be granted.

NEW, Beaumont Brdcstg. Assn., Beaumont, Tex.—Examiner Dalberg recommended (I-433) that applic. CP 1420 kc 100 w unl. be granted.

WMBH, Joplin, Mo.—Examiner Seward recommended (I-434) that applic. CP change 1420 kc 100 w 250 w LS unl. to 1380 kc 500 w unl. be denied.

NEW, West Texas Brdcastg. Co., etc.—Examiner Bramhall recommended (I-435) that applic. West Texas Brdcstg. Co., Wichita Falls, for CP 1380 kc 1 kw unl. be granted; that applic. Wichita Brdcstg. Co., Wichita Falls, for CP 630 kc 250 w 1 kw LS unl. be denied; that applic. Faith Brdcstg. Co., Wichita Falls, for CP 1380 kc 1 kw LS be denied; that applic. KFPL Dublin Tex., for vol. assign. license to KFTX Inc. be dismissed under Rule 103.8; that applic. KFPL for CP change 1310 kc 100 w (CP 250 w LS) to 1500 kc 100 w 250 w LS be dismissed under Rule 103.8.



EMBRYO ENGINEERS—Capitol Radio Engineering Institute, Washington, held graduation exercises June 4. Jobs appear to be plentiful, the Institute announcing that one manufacturer alone asked a dozen men in three weeks. In photo (several members absent) are (left to right): Front row, E. G. Bond, E. H. Redington, of faculty, E. H. Rietzke, president, M. H. Biser and C. Williams, faculty, and F. E. Brooks, student; second row, J. W. Ryssy, C. U. Petersen, D. O. Hunter, C. R. Bilyue, M. C. Cheung, W. S. Smoot; third row, E. S. Miller, E. F. MacDuff, R. Pariseau, R. F. Hoover, Wm. Lee Jr., W. A. Smith, D. Currie, E. H. Dean, H. A. Mills; fourth row, C. T. James, L. L. Kaufman, D. G. Burns, N. Mathies, B. C. Dickerson, J. R. Caulk, B. L. Borden, J. M. Weaver, E. B. Chewning; back row, J. B. Fuqua, L. Jordan, J. Savage, J. H. Mills, A. D. Williams, F. Sprague.

Applications . . .

MAY 29

WFBG, Altoona — License for CP new trans., vert. antenna.

WCPO, Cincinnati; WNOX, Knoxville—Mod. license Continental Radio Co. to Scripps-Howard Radio Inc.

KCMC, Texarkana, Tex.—License for CP change equip., increase power.

KOBH, Rapid City, S. D.—CP increase 100 w to 100 w 250 w D, new trans., amended from Black Hills Brdcstg. Co. of Rapid City to Black Hills Brdcstg. Co.

NEW, Burlington Brdcstg. Co., Burlington, Ia.—CP 1310 kc 100 w unl.

KVEC, San Luis Obispo, Cal.—License for CP.

KVOR, Colorado Springs — License for CP new trans.

KPOF, Denver—Mod. license 500 w to 1 kw.

JUNE 2

WGES, Chicago—Vol. assign. license and CP to WSBC Inc.

WISN, Milwaukee — License for CP as mod. new trans., antenna, move trans.

JUNE 3

WPHR, Petersburg, Va.—CP new trans. directional increase 500 w to 1 kw unl.

KMAC, San Antonio — Vol. assign. license from W. W. McAllister to W. W. McAllister and Howard W. Davis, d/b as Walmac Co.

WMFJ, Daytona Beach, Fla.—Mod. CP new trans., antenna, change 1420 to 1340 kc, increase 100 w to 1 kw, move trans. to Port Orange, Fla.

WJBY, Gadsden, Ala.—CP change equip., vert. antenna, increase 100 w to 100 w 250 w D, move trans., studio.

KSAL, Salina, Kan.—License for CP as mod.

JUNE 5

WDEL, Wilmington; WILM, Wilmington; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WGAL, Lancater, Pa.; WORK, York, Pa.—Auth. transfer control from Mason Dixon Radio Group Inc. to J. Hale Steinman and John F. Steinman.

WKBZ, Muskegon, Mich.—Vol. assign. license Karl Ashbacker to Ashbacker Radio Corp.

NEW, D. E. Kendrick, Louisville — CP 1210 kc 100 w 50 w unl.

KTAT, Fort Worth—License for CP new trans., antenna.

KTSM, El Paso — Mod. license 1310 to 1350 kc, to 250 w N & D.

KOCA, Kilgore, Tex.—CP change equip., increase D to 250 w.

KGCU, Mandan, N. D. — Mod. license amended to new antenna.

KWOS, Jefferson City, Mo.—CP change equip., increase D to 250 w, hours D to unl., freq. 1310 to 1210 kc., amended to omit freq. change.

NEW, Sherman V. Coultas, Milton Edge, Hobart Stephenson, Jacksonville, Ill.—CP 1310 kc 100 w unl.

KHUB, Watsonville, Cal.—Invol. assign. license F. W. Atkinson, deceased, to Anna Atkinson, exec.

NEW, Scripps-Howard Radio Inc., Denver—CP 630 kc 1 kw 5 kw D unl., amended to Scripps-Howard Radio Inc.

JUNE 8

WDAH, El Paso—Mod. license use KTSM trans., amended from 100 w to 100 w 250 w D.

WAIR, Winston-Salem, N. C. — CP change trans., increase 250 w to 1 kw.

KTBS, Shreveport, La.—CP change 1450 to 620 kc, directional.

NEW, Natl. Life & Accident Ins. Co., Nashville—CP 1370 kc 100 w 250 w D unl.

KARK, Little Rock, Ark.—Invol. transfer control from John R. Frazer to Radio Inc.

KOVC, Valley City, N. D.—CP change equip., increase D to 250 w.

WDZ, Decatur, Ill.—CP move trans.

KFVD, Los Angeles—License for CP new antenna, increase power.

KGGC, San Francisco—CP increase D to 250 w, change 1420 to 1370 kc. contingent grant KRE applic. change freq.

KFXM, San Bernardino, Cal.—CP change equip.

JUNE 9

WTNJ, Trenton, N. J.—CP new trans., amended re equip., vert. antenna, change trans site.

NEW, WWPO Inc., Pittsburgh — CP 1120 kc 250 w unl, directional.

WJRD, Tuscaloosa, Ala. — CP increase 100 to 250 w.

NEW, Gila Brdcstg. Co., Safford, Ariz. —CP 1420 kc 100 w 250 w D unl.

JUNE 11

WFAS, White Plains, N. Y.—Exp. auth. spec. hours amended.

WKBZ, Muskegon, Mich.—Mod. license 1500 to 1200 kc.

KFDM, Beaumont, Tex.—Vol. assign. license from Sabine Brdcstg. Co. to Beaumont Brdcstg. Corp.

WWL, New Orleans—Extension spec. auth. unl. time.

KWKH, Shreveport, La.—Extension spec. auth. 1100 kc unl. directional N.

WPTF, Raleigh, N. C.—Extension spec. auth. 5 kw LS at KPO to 11 p.m. directional N.

NEW, Four Lakes Brdcstg. Co., Madison, Wis.—CP 830 kc 100 w D.

KFAB, Lincoln, Neb.—Extension spec. auth. Synchro-WBBM.

WBBM, Chicago—Extension spec. auth. Synchro.-KFAB.

NEW, Larry Rhine, San Francisco—CP 980 kc 250 w W.

Miller Placing Spots

MILLER BREWING Co., Milwaukee (High-Life Beer), on June 7 started an eight-minute nightly except Sunday sports review over WGN, Chicago. Quin Ryan, WGN manager and sportcaster, reads news from the *Chicago Tribune* for seven minutes directly preceding the new Miller program, called *Highlights of Sport*. The beer firm also has a sports review on WBT, Charlotte, N. C., and is now arranging time for similar shows on other stations. Roche, Williams & Cunnyngham Inc., Chicago, handles the account.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

BRISTOL-MYERS Co., New York (Vitalis hair tonic), on June 7 started *For Men Only* on three stations of the WLW Line (WLW, WFIL, WHN), Mon., 8:30-9 p. m. Agency: Pedlar & Ryan Inc., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), on Oct. 3 starts an untitled dramatic series on CBS, Sun., 5-5:30 p. m., with Claudette Colbert and other Hollywood stars. Agency: Young & Rubicam Inc., N. Y.

C. F. MUELLER Co., Jersey City (macaroni products), on Sept. 6 will resume *Kitchen Cavalcade*, starring Crosby Gaige, on 6 NBC-Blue stations (WJZ, WBZ-WBZA, WFIL, WSYR, WHAM, KDKA), Mon. thru Fri., 10:45-11 a. m., which signed off for the summer after the broadcast of June 4. Agency: Kenyon & Eckhardt Inc., N. Y.

HUDSON MOTOR CAR Co., Detroit (motor cars), on June 15 starts for 13 weeks *Lud Gluskin's* orchestra, with Virginia Verrill and guest artists, on 6 CBS Pacific Coast stations (KNX, KSFO, KOIN, KOL, KVI, KFPY), Tues. 8:45-9:15 p. m. (PST). Agency: Brooke, Smith & French Inc., Detroit.

SPERRY FLOUR Co. (division of General Mills), San Francisco, on June 21 begins participation in four *Woman's Magazine of the Air* broadcasts over the NBC Pacific Coast Red Network and the McClatchy stations, 2:15-2:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

A. J. KRANK Co., St. Paul (cosmetics), on May 25 started *Minute Mysteries*, on WBBM, KMOX, WCCO, KRNT, WFBM, WISN, KFAB and WMBD (CBS hookup), 11:15-11:30 p. m. Agency: McCord Co., Minneapolis.

CHEVROLET MOTOR Co., Detroit (motor cars), on June 8 started for 13 weeks *Musical Moments* transcription series on 9 Mutual-Don Lee stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KVOE, KXO), Tues., Thurs., 8:45-9 p. m. (PST). Agency: Campbell-Ewald Co. Inc., Detroit.

GENERAL FOODS Corp., New York (Huskies) on July 16 starts *Believe It or Not* on 57 NBC-Blue stations, Fri., 9-9:30 p. m. Agency: Benton & Bowles Inc., N. Y.

RALSTON PURINA Co., St. Louis (Ralston Wheat Cereal), on Sept. 27 starts *Tom Mix's Straight Shooters* for the 1937-38 season on 23 NBC-Blue stations, Mon. thru Fri., 5:45-6 p. m. Agency: Gardner Adv. Co., St. Louis.

Single & Double Button Handi-mikes

The handiest microphone ever built. Thousands in daily use. For paging, special events, sports meets, amateur 'phones, mobile transmitters, etc. With cord and switch as shown.

COST TO BROADCASTING STATIONS

$5.88 net, single button

$8.88 net, double button

NAB

Display and demonstration of Universal Microphone Co. recorders at the Sherman Hotel in charge of L. G. Cushing, Chicago representative, and S. E. Shapiro, factory representative.

Universal Microphone Co., Ltd.

Box 299, Inglewood, Calif., U.S.A.

J. CURTIS WILLSON GETS HEARST POST

J. CURTIS WILLSON, of the New York sales staff of Hearst Radio Inc., has been appointed its national sales manager, succeeding Marvin Hecht Peterson, who resigned early this month. Mr. Willson has been in radio since 1933 when he joined the representative firm of Grieg, Blair & Spight, for whom he opened and managed the Detroit office. When this company was absorbed by John Blair, Mr. Willson was named vice-president in charge of the New York division, from which position he went to the Hearst organization, handling the major New York advertising agencies and the Detroit territory. Before entering radio Mr. Willson was connected with the automobile and brokerage businesses.

Mr. Peterson left immediately after his resignation for Chicago, after which he went to Minneapolis where it is understood he conferred with the Knox-Reeves Agency, which handles the General Mills sports broadcasts. Although unverified, it was reliably reported he may join that agency. He had been with Hearst Radio since its organization in 1934. Prior to that he served as radio director of the Chicago office of Blackett-Sample-Hummert Inc.

Will Place Yeast Spots

NORTHWESTERN YEAST Co., Chicago (Maca yeast), will place transcribed versions of their *Virginia Lee & Sunbeam* program now on WLS, on 20 stations starting in July. Ten West Coast and ten midwest stations are to be used with the possibility that more outlets will be added later. Hays MacFarland & Co., Chicago, handles the account.

RICHFIELD OIL Corp., Los Angeles (gasoline), on June 30 starts for 52 weeks variety show featuring Olsen & Johnson, Gertrude Niesen, and George Hamilton's orchestra, on 10 NBC-Pacific Red stations (KPO, KFI, KFSD, KERN, KMJ, KWG, KFBK, KGW, KOMO, KHQ), Wed., 7:30-8 p. m. (PST). Agency: Hixson-O'Donnell Inc., Los Angeles.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on June 30 renews *Your Hit Parade* for 13 weeks on 71 NBC-Red stations, Wed., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

Hearst-Transamerican

A SPECIAL affiliation just concluded between Hearst Radio Inc. and Transamerican Radio & Television Corp. gives the latter right to sell time on 10 Hearst stations to clients for whom Transamerican is producing programs. Emile J. Gough, Hearst vice-president, stated Transamerican will not take over any functions of Hearst Radio and will not act as general representative of these stations, but will be able to sell them to advertisers using the time for Transamerican programs, wired or recorded. Stations are: WINS, WCAE, WBAL, WISN, KOMA, KYA, KEHE, KTSA, KNOW, WACO.

MR. E. H. RIETZKE — PRESIDENT OF CREI

OVER 200 STATIONS EMPLOY CREI MEN . . .

and when we say 200 stations that doesn't mean only 200 jobs because some stations employ as many as 5 men. Chief engineers and executives recognize the training and ability of CREI men. Our home study and Residence Courses in Practical Radio Engineering offer YOU the opportunity to train now for a better job tomorrow. It isn't easy — but it is EFFECTIVE. Our free catalog explains in detail.

NOTE!

Mr. Employer: We have just the men you are seeking for responsible engineering positions in your station. Ambitious men who are just completing an intensive year of technical training in our school. We are glad to be of service to you and our students. Write your requirements and we will be pleased to answer in detail.

CAPITOL RADIO ENGINEERING INSTITUTE

14th and Park Rd. Dept. B-6

WASHINGTON, D. C.

CREI

TRUE . . as a Bell

Every Piezo Electric Crystal leaving our laboratory is ground to an accuracy of BETTER than .01% . . . assuring you of *Accurate Frequencies*. Use a Scientific Radio Service Crystal in your transmitter. Remember . . . THE BEST COSTS LESS!

Low Temperature Co-efficient Crystals

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90

Approved by F.C.C.

Write to Dept. B-672 for Price list.

Scientific RADIO SERVICE

124 Jackson Ave., University Park, Hyattsville, Md.

Transradio's Suit Against Networks, Press Is Adjusted

Out-of-Court Settlement Made Of Two-Year Litigation

AN OUT-OF-COURT settlement on June 10 brought to an end the $1,700,000 suit of Transradio Press Service against the major networks and press associations which had been pending more than two years.

The suit, charging conspiracy in restraint of trade on the part of AP, UP, INS, ANPA, NBC and CBS and their officials, was filed in May, 1935 at the time Press Radio Bureau was formed and had been on the reserve calendar of the United States District Court since May 24, 1937.

The settlement was announced by Transradio in a statement reading as follows:

Announcement was made today that there had been a satisfactory adjustment between Transradio Press Service, NBC and CBS of the controversy growing out of arrangements for broadcasting news inaugurated in 1934. These arrangements and subsequent modifications will be continued and the networks recognize Transradio as a regularly established news organization.

The suit instituted by Transradio against the broadcasters, AP, UP, INS and ANPA and certain individuals, has been discontinued.

Decline Further Comment

Officials at NBC and CBS refused to comment on the settlement. Herbert Moore, Transradio president, likewise declined to amplify the original statement beyond saying that the settlement was "important and significant and should be welcomed by all who have the best interests of radio at heart." He added that the settlement was satisfactory to Transradio.

No comment could be obtained at AP, INS or ANPA but Hugh Baillee, president of UP, said "The discontinuance was the result of negotiations conducted by the broadcasting company defendants. The UP, AP and ANPA declined to participate because they considered the charges made in the suit without foundation."

I. W. Digges, counsel for Transradio, said one of the stipulations of the settlement was that none of the details should be disclosed by any party to the agreement.

Yale Games for Socony

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas and Mobiloil), has purchased exclusive broadcasting rights for this fall's home games of the Yale football team. Sponsor, who also had exclusive rights last fall, first year that the University permitted commercial sponsorship of its Yale Bowl games, will use a 16-station hookup, including the Yankee Network of 15 stations in New England and WMCA in New York. The games will also be broadcast by shortwave station W1XAL, Boston. Bill Slater will broadcast the play-by-play reports of the games, with Bob Hall, former Yale athlete, handling the commentaries on the games. Broadcasts will be made on seven consecutive Saturday afternoons, from Oct. 2 through Nov. 13. J. Stirling Getchell Inc., New York, is the agency.

One Out of Three

TWO prety girls rode back and forth on the Weehawken ferry every morning for a week between the hours of 8 and 9, talking to drivers of automobiles, completing 1436 interviews, discovering that 34% of these cars had radio receivers, that 45% of the auto radios were turned on, that (reason for questioning) 31% were tuned to the *Morning Almanac*, broadcast during that time on WABC, New York, as a sustaining feature.

Meeting on Song Fees

EFFORTS of committees representing the Music Publishers' Protective Association and the Songwriters' Protective Association to settle differences in distribution of mechanical performing right fees ended June 10 without an agreement. It was agreed to hold a meeting of the MPPA full membership June 15 to decide whether publishers will accede to the demands of the writers for 50% of the mechanical rights payments or look elsewhere for their music. Irving Caesar, SPA president, said he believed the publishers will agree to pay half to the writers, pointing out that the differences between half and third of the receipts averages less than $1,000 a year per publisher. It was reported also that SPA is willing to waive the 2% handling fee and to allow MPPA to continue in charge of mechanical rights if MPPA will appoint an accountant to look after SPA interests.

Daytime In Demand

PROOF that advertisers are becoming conscious of the value of daytime broadcasting is given by figures just released by NBC, showing that expenditures for weekday daytime for the first five months of 1937 are 83.5% ahead of last year. The month of May alone shows a gain of 65.3% over May, 1936. Gross weekday daytime income for May of this year amounted to $825,528, bringing the five-month total to $4,688,884. Evening NBC network hours sold to advertisers produced a May revenue of $2,238,802, a 12.8% increase over last year, making the five-month evening total for 1937 $11,175,760, a gain of 6.5%.

New Avalon Program

BROWN & WILLIAMSON Tobacco Co., Louisville, has started a new program series on WEEI, Boston, in the interest of Avalon cigarettes. Program, featuring Neal O'Hara, columnist of the *Boston Traveler*, in a radio version of his newspaper column, will be broadcast Monday, Wednesday and Friday from 7:30 to 7:45 p. m. Batten, Barton, Durstine & Osborn Inc., New York, agency for the sponsor, is now lining up personalities in other cities for similar series, which will be added as rapidly as talent and time can be arranged.

Hints "Czar" for NAB

REVIVAL of talk about a "Czar" for the broadcasting industry has developed as a possible basis for discussion at the NAB convention in Chicago June 21-23. In a press release dated June 11, Eric Palmer of New York, for many years identified with radio publicity, stated a number of NAB members will advise appointment of an "official spokesman" for the industry. Mr. Palmer did not reveal the principals in the movement but mentioned for czar such names as former Radio Commissioner O. H. Caldwell, Herbert Bayard Swope, Bruce Barton, Sen. Copeland (D-N. Y.), and former Sen. James E. Watson (R-Ind.) as possibilities.

Rains Starts Practice

RESIGNATION of Robert S. Rains, special consultant of the FCC Accounting Department, as of July 15 to enter private practice, was announced June 11. Mr. Rains joined the FCC in 1935 to organize and direct activities in regulating depreciation and cost analysis work in connection with the communications industry. Mr. Rains will resume private practice as a special accountant in matters relating to accounting, taxes and engineering, with offices in New York and Washington. Prior to joining the FCC, he was chairman of the Committee on Organization and Procedure of the Agricultural Adjustment Administration.

Winchell Renewed

ANDREW JERGENS & Co., Cincinnati (Jergens Lotion), has signed Walter Winchell to continue his NBC gossip and news broadcasts for another year, through 1938, although his present contract does not expire until the end of this year. His current Sunday evening series on NBC-Blue, 9:30-9:45 p. m., will continue through the summer. Winchell has been broadcasting for the same sponsor since 1932. Program is handled by Lennen & Mitchell Inc., N. Y.

Pre-Fight Spots

PREMIER PABST SALES Co., Chicago (Pabst Blue Ribbon Beer), is placing announcements on some of the stations broadcasting the Louis-Braddock fight, June 22. About 35 stations will probably be used. The spots will immediately precede the broadcast of the fight, which starts at 9 o'clock Chicago time. Morris-Schenker-Roth Inc., Chicago, is arranging the schedule.

Woolwine Range Spots

WOOLWINE-NORRIS Co., Los Angeles, manufacturers and distributors of Woolwine electric ranges, on June 8 started its annual four-week summer campaign, using a weekly ten-minute participation in Agnes White's *California Kitchen* on KFI, Los Angeles, and spot announcements thrice weekly on KMJ, Fresno and KRCY, Sacramento. McCarty Co., Los Angeles, is the agency.

ATLANTIC GREYHOUND, bus line, purchased the sponsorship June 14 of the Cincinnati-Athletics and Philadelphia-Washington doubleheader played for the local children's hospital in Charleston, W. Va. and broadcast over the West Virginia Network. The sponsorship revenues also went to the charity.

McCosker to Be Given Doctor of Law Degree

Mr. McCosker

THE honorary degree of Doctor of Laws will be bestowed June 16 on Alfred J. McCosker, president of WOR and former president of the NAB, at commencement exercises of the John Marshall College of Law in Jersey City. Dean A. F. Ormsby announced that Mr. McCosker will be cited as "one who with able direction and incalculable force for the spreading of knowledge has united in his experience the two most far-flung instruments in education—press and radio." Mr. McCosker did not attend college, having been educated in the New York parochial schools and beginning his career as copy boy for the late Arthur Brisbane. At the same exercises Mrs. Franklin D. Roosevelt and Orwin W. Kaye, regional director of the National Youth Administration, will also receive honorary degrees.

Edgeworth Placing

LARUS & BROS. Co., Richmond, will start a spot campaign for Edgeworth tobacco and Domino Cigarettes early in July in Philadelphia, Boston, Buffalo, New York and on the Pacific Coast. Program is *Alias Jimmy Valentine*, a quarter-hour adventure serial starring Bert Lytell which is being cut by WBS in New York and which will be broadcast three evenings weekly. Station list is not yet set but about 10 stations will be used at the start, with more being added later. Blackett-Sample-Hummert Inc., New York, is the agency.

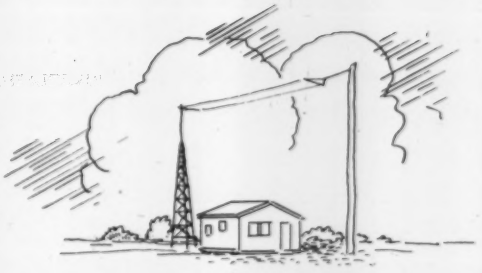
Evans on 7 Stations

EVANS FUR Co., Chicago (retail furriers), will add WMAQ in July, making the seventh Chicago station to be used by the fur firm. A quarter-hour thrice weekly show featuring a pianist and vocalist as yet unselected will be used. Other stations carrying Evans programs are WBBM, WGN, WCFL, WJJD, WAAF and WGES. *History in the Making*, a Sunday night half-hour dramatized news program on WBBM, is purely a goodwill feature, carrying only brief institutional announcements. Auspitz & Lee, Chicago, is the agency.

Regional Hearings

THAT the FCC does not plan to license regional stations for 5,000 watts operation at night until it has completed its pending reallocation studies, was indicated June 8 when the Broadcast Division denied applications of three stations on the 950 kc. regional channel for such increases. WRC, Washington, KFWB, Hollywood and KMBC, Kansas City, had petitioned the FCC to reconsider and grant without a hearing their applications for increases in night power from 1,000 to 5,000 watts. By denying the requests, the way is paved for formal hearings on the applications, should the stations so desire.

15 YEARS OF WREC BROADCASTING



Some Outstanding Accomplishments During WREC's 15th Year Broadcasting

☐ WREC's new 5-kw wide-range, high-fidelity transmitter was completed and put into operation, giving radio listeners a quality of reception hitherto unknown in Memphis and Mid-South, and practically doubled WREC's coverage area.

☐ WREC voted overwhelming choice of Memphis and Mid-South Radio Listeners (2 to 1 favorite over 2nd station) in an authoritative survey made, September-October, 1936, by Oliver P. Cobb Company, certified public accountants, Memphis. Listener preference: WREC 64.60%; WMC 32.57%; WNBR 1.99%; WHBQ .84%. Sworn copy of survey available upon request.

☐ Local Memphis Advertisers buying WREC more than 2¼ to 1. During April, 1937, Memphis business men bought and ran 2¼ times as many commercial programs on WREC as they did on Memphis' second station—282 to 124 programs. Proven results! That's the answer . . . and you can get the same answer!

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Deposited:

$624,000

For sheer persuasiveness, those six figures beat any argument the most eloquent salesman can make. The $624,000 is what advertisers are paying WOR annually to sponsor Transradio news.

New York, the world's greatest market, is smart, shrewd, bold, discriminating. It counts but one thing—results. WOR knows how to produce results. Since the day it began with Transradio, WOR has broadcast the most commercially successful news programs in the country. Today it has more sponsored Transradio periods than ever before—and the first sponsor is still sponsoring!

We doubt if you can do better than WOR. It had its reasons for choosing Transradio. And it still has it reasons—the very best of reasons—for preferring Transradio today.

TRANSRADIO PRESS SERVICE

XUM